

~ SOUTHERN ~ TEXTILE BULLETIN

VOL. 40

CHARLOTTE, N. C., APRIL 9, 1931

No. 6

Why Our X Model Loom Can Run at High Speed

It has a Stronger, Stauncher Frame.

A Friction Clutch without End Thrust.

Better Frogs and an Easier Stop.

Quick-Acting Brakes of Automobile Type.

Brakes are Internal Expanding.

Improved Pick Motion.

Alemite Greasing and Better Oiling.

Anti-Friction Bearings if desired.

Generally Strengthened and Redesigned Parts to prevent
breakage, reduce fixing and facilitate necessary replacements.

High Speed Would Be Useless if it did not give Equally Good
Cloth, the same High Production.

The X Model has proved itself in actual mill running.

Let's Talk It Over.

DRAPER CORPORATION

Hopedale Massachusetts

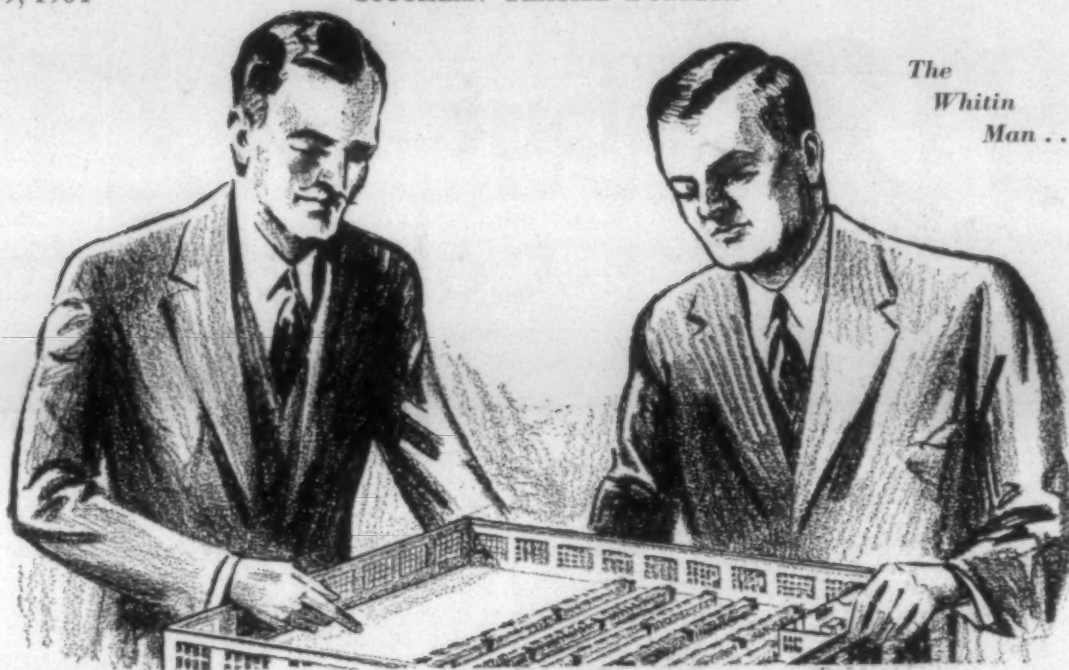
Southern Offices Atlanta Georgia and Spartanburg South Carolina

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**THE
REASON WHY
Barber-Colman Spooling and Warping
IS THE BEST**

● Illustrated above are cheeses on a transfer table—full cheeses from the Spooler on the near side, empty cheeses from the Warper beyond them. These cheeses are characteristic of the Automatic Spooler, which is the heart of the Barber-Colman method. Tests show that it is on the Spooler that the main work is done which lowers costs, makes better warps, reduces loom stops, keeps elasticity in the yarn, makes all knots weaver's knots, eliminates kinks and gouts, fosters uniformity and hence better cloth. The Warper is important, but secondary. High speed in warping is economical, but not essential. It is the spooling that really counts. Use the Automatic Spooler and High Speed Warper combined for best results. Manufactured by BARBER-COLMAN COMPANY, Rockford, Illinois; Branch offices at Framingham, Mass. and Greenville, S. C.



The
Whitin
Man . .

"What's that Empty Floor Space?" "Casablancas Saving"

AND then the superintendent explained that when 45,824 spindles were equipped with Casablancas Long Draft Spinning, he was able to get rid of 45 roving frames, with consequent labor and floor space saving. Furthermore, the Whitin man was shown figures proving that the entire installation cost was returned in twenty-six months.

.

This happened in a New Bedford mill. It might well happen in yours . . if you will investigate the Whitin-Casablancas Long Draft Spinning System. Write for further data.



The Whitin Man Arrives

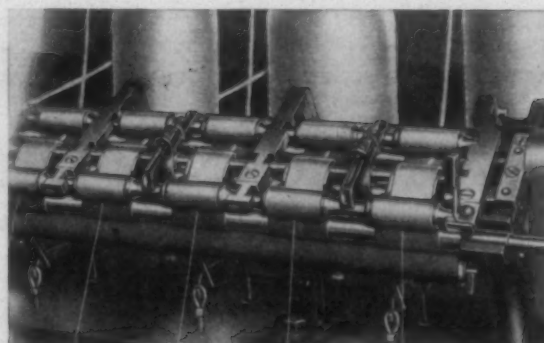
Whitin Spinning Frame -
Casablancas-equipped.

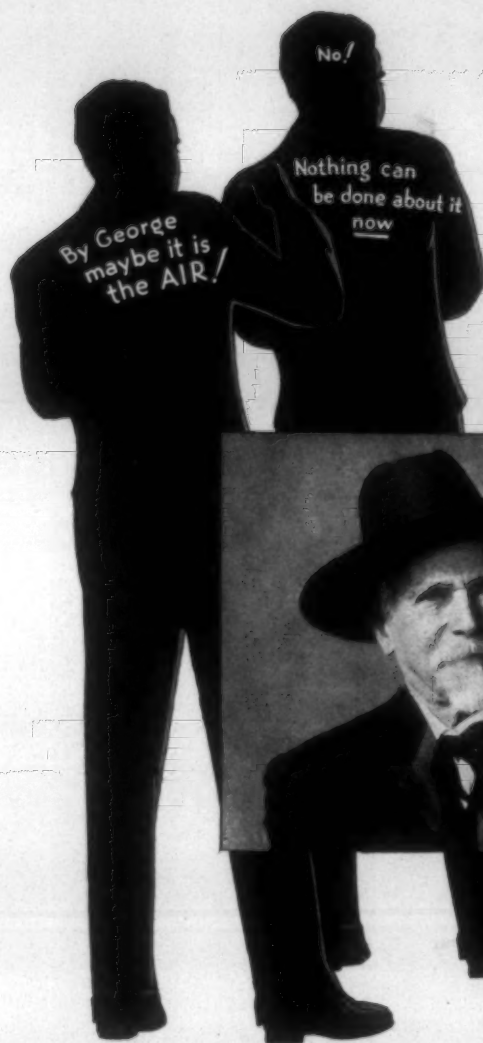
WHITIN MACHINE WORKS

WHITINSVILLE, MASS.

CHARLOTTE, N. C. - ATLANTA, GA.

Fales and Jenks Division Pawtucket, R. I.
Woonsocket Machine and Press Division . Whitinsville, Mass.





but—says Colonel Cotton

"I HAVE heard textile men remark 'we can't afford to do anything about humidity now with what the new machinery cost us.' I wonder what those men would say if a thief were each day taking dollars out of a new and recently purchased safe.

"And yet, akin to this, many mills are losing from \$20. a day to \$200. as is found by a textile engineer when he makes a tour through textile mills.

"Why and how this loss?

"Because the careful attention given to installation of new, modern textile machinery to increase quality and production has carried with it little or no thought to humidity which must be brought up-to-date in capacity to conform with the new manufacturing equipment.

"As a consequence—the desired and expected results are often lacking.

"I say a man should be careful not to become one-sided—too mechanically minded—or he will expect everything from his plant machinery instead of tracing production troubles to where they very often are—in the air."

The time to cut out waste is NOW

Human vigilance can't make an old-time humidification equipment stop the waste.

Our engineers' advice costs you nothing and may result in changing red figures into black figures, with a sweet running plant and better working conditions for labor as a bonus.

Get the facts—how 43 mills cut costs and increased profits from \$5,000. to \$75,000. a year, by finding out "what was what" about their humidifying equipment.

1. AMCO humidifiers *wash the air* many times every hour. 2. Absorb heat of machinery. 3. Permit maximum speed in all departments. 4. Eliminate fly and static. 5. Give your finished product the moisture content needed.

AMERICAN MOISTENING CO. Humidifying Devices

Air Doctors Since 1888

EXECUTIVE OFFICES
313 West Exchange Street,
Providence, R. I.

SALES OFFICES
Boston, Mass. Atlanta, Ga.
Charlotte, N. C. Greenville, S. C.

CANADIAN AGENTS
Ross Whitehead & Co., Ltd.
1111 Beaver Hall Hill
Montreal, P. Q., Canada.

Send today for an authentic report — "Tours Through Textile Tangles" by J. W. Cox, Jr., textile engineer and consultant. It is free.



Automatically controls humidity without using wet or dry bulb actuated devices.

SOUTHERN TEXTILE BULLETIN

Published Every Thursday by Clark Publishing Company, 18 West Fourth Street, Charlotte, N. C. Subscription \$2.00 Per Year in Advance. Entered as Second Class Mail Matter March 2, 1911, at Postoffice, Charlotte, N. C., Under Act of Congress, March 2, 1897

VOL. 40

CHARLOTTE, N. C., APRIL 9, 1931

No. 6

Knitting Arts Exhibition

FOR one week—April 13th to 17th, the knitting trades of the United States are to be centered in Philadelphia where the largest display in the world of knitting machinery and allied interests are assembled under the tremendous roof of the Commercial Museum. This exhibition covers an area of over five acres devoted to displays by more than three hundred manufacturers showing the latest improvements and developments that have taken place in this industry during the year.

A great many exhibits are to be in operation and when the exhibition is set in motion will present a tremendous factory. So diversified are the various exhibits that executives, purchasing agents and those generally interested in the knitting trade can view the entire process of the manufacture of a pair of hose, underwear or sweater from the spinning of the raw silk or wool to the dyeing, bleaching and the final process of packing.

This exhibition has grown to great proportions in late years and it considered indispensable by the knitting executive, because it presents to him a complete picture of his industry—timed and clocked to the moment. It affords him a wealth of ideas to take to his own factory in the way of improvements, shortcuts and methods of increasing production and cutting overhead.

Exhibitors at this exhibition have learned through actual experience the value of an exhibit of this character and eagerly await its coming each year. It affords them an opportunity to gather together hundreds of prospects and personally renew acquaintances with old customers and meet prospective new ones.

The fact that about ninety-eight per cent of these manufacturers show their product year after year proves that this exhibition assists materially to build their business solidly for the future and keep their names familiar to this vast industry. They frankly admit that it would take anywhere from eight months to a year for their representatives to interview the same number of interested prospects who visit the Show if they called on them at their own plants. Thus the exhibition cuts to a minimum time and expense of marketing their product.

The National Association of Hosiery and Underwear Manufacturers, under whose auspices the Show is held, are to hold their annual meetings and conventions at the Commercial Museum during the exhibition.

The present officers of the National Association of Underwear Manufacturers are: President, John Wyckoff Mettler, Interwoven Stocking Company, New Brunswick, N. J.; first vice-president, George F. Dickson, Minneapolis Knitting Works, Minneapolis, Minn.; second vice-president, William Meyer, Apex Hosiery Company, Philadelphia, Pa.; treasurer, Ernest Blood, True Shape Hos-

tery Company, Philadelphia, Pa.; secretary, John Nash McCullough, 468 Fourth avenue, New York City.

The exhibition is under the personal direction of Chester I. Campbell, of Boston.

Among the exhibitors at the coming show are the following:

Grand Rapids Textile Machinery Co., Grand Rapids, Mich., will display in operation at spaces Nos. 162, 163, 208 and 209, a unit of three machines, especially adapted for the finishing of dress goods, bathing suit and sweater materials.

They will also have in operation, a recently developed machine for the finishing of rayon garments of all types and styles.

Parks-Cramer Co., Fitchburg, Mass., will display a working model of a complete central station air conditioning system, incorporating several novel features.

The booth, spaces 88 and 89 will be attended by the following: H. B. Rogers, L. F. Ross, A. B. McKechnie and R. E. Dorr.

Marrow Machine Co., Hartford, Conn., makers of the Marrow high speed trimming and overseaming, overedging, plain crochet and shell stitch machines, will exhibit in Booths 339 and 373. Their display will include several of their most representative models as well as some recent developments of timely interest to the trade. The exhibit will be under the direct charge of the Marrow Sales Corporation, of Philadelphia, and various members of their Hartford staff will be on hand to demonstrate machines and talk over individual problems.

Eclipse Textile Devices, Inc., Elmira, N. Y., will show Eclipse bobbin holder, Eclipse yarn cleaner, Eclipse slub catcher and random dyeing machine. The space numbers are 328-329. Special features will be multi-colored yarns knitted into various colored fabrics. Those in attendance will be J. C. Ferguson, president; Jno. P. Garey, L. A. Uttrich, J. D. Lutes, and L. B. Hasbrouck.

Foster Machine Company, Westfield, Mass., will show their model 75 precise wind cone winder for rayon and silk knitting yarns, and winding cones and tubes of cotton thread yarns. Spaces 197-222. Members of the Foster sales force will be in attendance, including T. E. Connor, sales manager, D. W. Bridgman and R. W. Ensign.

Textile Machine Works, Reading, Pa., will exhibit a complete portable centrifugal extractor as well as a machine of this kind without the casing to show the interior and working parts of same.

They will be represented by Henry Printz, salesman; E. A. Shoemaker, salesman; G. Staude, salesman; R. W. Weaver, salesman, and N. E. Richards in charge.

General Electric Vapor Lamp Co., Hoboken, N. J., will exhibit in spaces No. 54 and 55.

They will utilize the booth for a reception space, with the background illustrating their products and their uses. The center of the background will be occupied by a model factory illuminating with Cooper Hewitt lighting equipment.

H. W. Butterworth & Sons Company will exhibit skein machines—hoist and non-hoist type; hoist type rotary machines—for dyeing hosiery on small lots; sample skein dyeing machine—two stick rotary principle; hosiery dyeing machines—2-pocket baffle plate rotary type, improved 4-pocket rotary type, paddle wheel type, hoist rotary, large

lot type, special hand hoist type rotary for dyeing hosiery in small lots.

The laboratory model hosiery dyeing machine is sure to prove interesting because of the fact that it enables hosiery dyers to conduct color experiments quickly at low cost.

Representing the organization will be A. W. Butterworth, president; H. W. Butterworth, Sr., chairman of the board of directors; J. Ebert Butterworth, Harry W. Butterworth, Jr., De Haven Butterworth, Albert Molt, W. E. H. Bell and Wm. Yates.

Celanese Corporation of America will display a wide variety of fabrics, garments and articles knitted and woven from Celanese yarn. The Celanese booth will comprise spaces number 342, 343, 344, 368, 369, 370.

On display will be Celanese yarns in various put-ups, knitted and woven fabrics, and garments and articles such as hosiery, men's and women's, underwear, bathing suits, and knitted outerwear.

In attendance will be: Harry Price and Nino da Parma from New York; H. O. Shuptrine and K. C. Loughlin from Charlotte, N. C.; A. M. Burt, from Philadelphia; F. W. Frank and John Holmes from Chicago; B. Guild from Boston; and other representatives of the corporation.

Louis Hirsch Textile Machines, Inc., New York, N. Y., will use spaces 95, 96, 126 and 127 as a reception booth and no machinery will be operated or displayed.

Those in attendance will be: Louis Hirsch, Albert Friedmann and George A. Urlaub.

Numerous samples of single unit hosiery types and data relating to this phase of development will be shown.

The Viscose Co., Philadelphia, Pa., will have a tastefully furnished space but no display of fabrics.

American Bemberg Corp., New York, N. Y., will display stockings—full-fashioned, 39, 42 and 45 gauge seamless, 300 needle. Underwear and underwear fabrics—both tricot and milanese warp knit fabrics, 30 to 100 denier; circular knit, on 34 cut machine. Bathing suit and outerwear knitted fabrics made on warp knit machine. Three style shows daily will be given in the auditorium, illustrating the use of Bemberg yarn in knitted garments.

Representatives will be: J. H. Shinn, Mrs. Louise Huston, Miss M. Guernsey, W. J. Nimmons, H. L. Chappell and G. R. Hope.

James E. Mitchell Co., Philadelphia, Pa., in Booth 327 will display cotton and rayon yarns on tubes and cones together with novelty yarns in skein and finished goods. The entire sales force will be in attendance at the booth during the entire week and will be in charge of J. J. Mitchell, Jr.

Cannon Mills, Philadelphia, Pa., will have the following representatives at their booth: S. M. D. Clapper, Philadelphia, Pa.; Harold E. Aken, Utica, N. Y.; C. Vernon Albright, Reading, Pa.; Martin B. Foil, Kannapolis, N. C.; Martin P. Glynn, Philadelphia, Pa.; J. G. Hillborn, Chattanooga, Tenn.; E. W. Lancaster, New York City; C. F. Pfeffer, Chicago, Ill.; J. C. Scott, Providence, R. I.; B. D. Sturgis, Kannapolis, N. C.; C. H. Fenn and J. J. Klumpp, Philadelphia, Pa.

Standard-Coosa-Thatcher Co., Philadelphia, Pa., will occupy Booths No. 287-288, will display samples of Durene yarns. Those in attendance at the booth will be J. S. Verlenden, president; R. J. Mathewson, vice-president; T. H. McKinney, vice-president and general manager. Salesmen: W. H. Thatcher, M. A. Henderson, Charles F. Smith, W. S. Lawson, J. P. Rickman, W. M. Hall and E. R. Dillmore.

The Bahnson Co., Winston-Salem, N. C., will exhibit two Bahnson humidifiers, one of their new type H humidifiers, also one of their standard type D units with latest type unit contro and special hood.

F. S. Frambach, sales engineer, will be in charge of the booth. Others attending will be R. E. L. Morefield, L. O. Heinold, and D. D. Smith.

Fidelity Machine Co., Philadelphia, Pa., will exhibit the latest developments in small true rib knitting machines in Spaces 137, 138, 139, 184, 185 and 186.

In addition to showing several types of Fidelity multi-design machines covered by fabric patent No. 1,772,400, issued August 5th, 1930, a special unit showing the operation and application of Fidelity knot tyer and yarn selector to other types of knitting machines will be on display.

The complete line of Fidelity accessories for the seamless and full-fashioned industries will be on view as well as the Fidelity creasing machine for uniformly creasing sweater pockets and other parts.

H. W. Anderson will be in charge of the exhibition as-

sisted by Walter Larkin, E. A. Cordin, A. B. Davis and G. Petrie.

Smith, Drum & Co., Philadelphia, Pa., in addition to their regular lines of hosiery dyeing machines, inspection forms, and double sole thread cutters, will exhibit for the first time an entirely new type of skein dyeing machine.

This machine is not just an improvement on previous machines built. It is entirely new, both as to design and principle. It will be guaranteed for indanthrene dyeing, and will permit dyeing of certain colors and certain materials.

International Nickel Co., Inc., New York, N. Y., will show seamless monel metal tubing, which is claimed overcomes certain objections to welded tubing for heating coils, pipe lines, and other uses in textile plants.

The tubing will be shown in connection with a general exhibit on corrosion and quick color changing problems in the dyehouse.

A number of the newer uses of monel metal will be featured also, including extractor baskets, silk soaking tubs, topping tables, knitters, benches, skein reels and dyesticks, moistening equipment, seamless utensils, and the like.

The exhibit will be under the direction of E. A. Turner, of the International Nickel Company, assisted by C. J. Bianowicz, T. E. Lagerstrom, A. H. Galley, F. L. LaQue, and F. J. Smith.

The J. B. Ford Co., Wyandotte, Mich., manufacturers of textile alkalies, will occupy Space No. 285. All questions on the use of alkalies in textile processing will be answered by F. S. Klebart, J. W. Turner and H. E. Moyer.

The Perumtit Company will occupy Booths 101 and 102. They will show a commercial size softener with a section cut out to display interior construction. In addition there will be a smaller size softener.

A chemical feeding device will be in operation showing how various chemicals can be fed exactly in proportion to the flow of water. This is often used in conjunction with Permutit water softening equipment for textile purposes. Further, a control box for Permutit continuous boiler blow-off equipment will be available for inspection. The convention will be attended by: W. H. Mitchell, D. J. Hess, W. L. Lowrie and G. A. Weinhold.

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., will occupy Space 105 and 117. The following products will be displayed: 11-200 H linestarter, Westinghouse-Wise drive, lighting equipment, CW motors—S No. 765632—W-254 frame, WK-16 switch (motor watchman).

Westinghouse will be represented by: J. B. Parks, industrial manager, Philadelphia office; H. W. Reding, textile manager, East Pittsburgh works; F. H. McEnanem, advertising department, Philadelphia office; P. H. Grunnagle, advertising department, East Pittsburgh works.

Atwood Machine Company's exhibit will include Stonington-winder, 5B doubler-twister, Monarch twister. High twist hosiery tram will be illustrated. One feature of the exhibit will be the "Ball Top" spindle.

In attendance will be: E. P. Peirce, vice-president and general manager; P. N. Thrope, general sales manager; Stanley A. Morton, assistant to sales manager; J. N. Breen, Wilkes-Barre representative; Frederick Sails, Southern representative; I. R. Rowe, chief engineer; H. J. Morton, service engineer; H. B. Thorpe, electrical engineer.

Tubize Chatillon Corporation, New York, N. Y., will show a comprehensive collection of knitted garments and underwear made of Tubize Chatillon yarn.

Special emphasis will be given to their low-lustre Char-donize.

Representatives: H. N. Cappel, sales manager; L. F. Smith, sales promotion manager. Salesmen: E. D. Bryan, J. R. Morton, C. D. Swartout, E. W. Martin, W. B. Purse, E. H. Bogardus, J. W. Lucas and O. J. Carson.

Proctor & Schwartz, Inc., Philadelphia, Pa., will show a working demonstration of the Proctor automatic boarding, drying and stripping machine for ladies' hosiery—type for boarder and helper, operating on fine gauge full-fashioned silk stockings.

In this demonstration, particular emphasis will be given to the advantages of this machine from the point of view of quality finish.

The exhibit will be in charge of Major C. T. Griffith, assisted by Chas. S. Tiers, Harry B. Lex, Edgar C. Keener and Wm. J. Merrigan, Jr.

American Aniline & Extract Co., Philadelphia, Pa., Booths 83, 84 and 85, to be occupied by the above company and the Canadian Aniline & Extract Company, Ltd., of

Hamilton, Ontario. W. P. Gudgeon will be in charge of the Canadian Booth, No. 84. At the American Aniline booths 84. At the American Aniline booths will be: A. B. McCarty, G. S. McCarty, T. P. Key, E. C. Titus, F. A. Carsten, L. A. North.

There will be a general display of their standards products (Orthocren, Stripper X, etc.) and a novel display indicating the strength that Etrolene imparts to silk hose. Etrolene is a new product for strengthening silk and the elimination of chafe marks, etc.

Robert Reiner, Inc., are to have three new features for exhibition this year, each of which can be demonstrated mechanically only by means of separate full-fashioned machines. It has been decided to abandon the attempt to set up machines on the floor of the exhibition this year. However, arrangements will be made to provide transportation from the exhibition hall for those who are interested in seeing the Reiner 3-T single operation full-fashioned hosiery machines running.

Dr. Reiner plans to show at the booth all phases of construction on his 3-T stocking, as well as samples of a single unit fish net stocking and fish net stocking with lace welt.

Dr. Robert Reiner, Harry M. Gwyn and Richard Wagner will be in charge of the booth.

Kaumagraph Company, New York City, will exhibit at its Booths Nos. 112-113-160-161, a complete line of their products consisting of: Lithographed box wraps and other packing for the hosiery and underwear trades. The Kaumagraph dry transfers for trademarking and identification as well as decorative purposes. Special transfers are supplied according to individual needs, namely, permanent, soluble, fugitive, resist-dye, and the two color transfer which is continually increasing in popularity. A complete line of embossed seals. Electric hosiery stamping irons. Transfer roll holders. Solvent for removing transfers from hosiery. The new Kaumark writing tube for use in finishing plants.

In attendance at the booths will be: George M. Porges, vice-president; J. L. Reeves, N. E. Griffith, D. O. Blevins and H. A. Keech.

The Durene Association of America will present illustrations of its accomplishments in the fashion field during the past six months together with a wide display of durene hosiery and underwear. The Durene Association will occupy two adjacent Booths No. 196 and 223. E. L. Starr, director-treasurer, and members of the New York staff of the Association will greet visitors to this exhibit.

On Tuesday afternoon, April 14th at 2:30, an extensive fashion promenade will be introduced by E. L. Starr in a brief address in which he will touch upon the constantly widening sphere of usage for durene cotton yarns and the co-operative services of his organization. The fashion show will be given under the direction of Miss Kathryn I. Day, fashion advisor to the Durene Association. Important emphasis will be laid upon the development of new outerwear knits, new styling in hosiery and underwear and the assistance which the Durene Association is prepared to give knitters interested in new fabric constructions and fresh styling of staples.

DuPont Rayon Co., will be in Booths No. 149, 150, 173 and 174. C. G. Hookey, district sales manager, will be in charge. A. G. Adams, C. S. Marshall and R. C. Martin will be in attendance. They will exhibit put-ups of cones, skeins, etc., also, garments and fabrics.

Veeder-Root, Inc., will show prominently and in operation the full fashioned hosiery counter, together with a complete line of counters for textile machinery.

They will also show their predetermining counter which can be pre-set to any desired number to operate either audibly or visibly a signal when the predetermined number has been reached; their magnetic or electrically operated counter; and a full line of their more standard instruments for general use.

They shall also have a stand of interesting photographs of counter installations as they are being used in various plants throughout the country.

Fletcher Works will display three throwing machines and a 40-inch "Whirlwind" extractor in Booths 120 and 121.

The throwing machines will include a double deck model 30 twister, an improved "Duplex" doubler-twister, and a new double deck re-draw. All of these machines will be in operation.

Those in attendance will include R. J. Bartholomew, chief engineer; C. W. Schaum; W. H. Rometsch, Jr.; C. W. Moore, Lewis Unrueh and Thomas Lewis.

H. Brinton & Co., Philadelphia, Pa., builders of automatic circular knitting machinery, will be represented by W. H. Allerton, H. S. Horrocks, J. R. Forrest and Seth Bittle. Booth 164-166 and 205-207.

Franklin Needle Co., Franklin, N. H., manufacturers of latch needles, sinkers, points and guides, will have no exhibit, but their booth, 124, will be available for the reception of visitors to the exhibition. They expect to be represented by G. L. Hancock, John A. Eberly, Mr. Eshelman and Mr. MacFadyen.

Hungerford & Terry, Inc., Clayton, N. J. Their exhibit will consist of a miniature filtration and softening plant in operation showing sedimentation basin gravity filter and up-flow softening. Their new 1931 "Red Book" catalog describing all phases of filtration and softening, charts showing the hardness of various water supplies and the cost of softening with zeolite and salt versus soap will be given to any interested party. Booth 90 will be in charge of C. Hungerford, Jr., and S. F. Alling, sales manager. Salesmen in attendance will be G. W. C. Frey, J. H. Dalrymple and R. M. Weaver.

Jacquard Knitting Machine Co., Inc., Philadelphia, will occupy Spaces 292-294 and 321-323 for the display of a new line of very interesting jacquard machinery. Harry Albertman will be in attendance, assisted by Mr. Shaw, Mr. Kreiner, Mr. Sirmay, and Mr. Tittl.

Leighton Machine Co., Manchester, N. H., manufacturers of circular knitting machines, will occupy Space 152. Samples of Leighton machine products, catalogs, etc., will be on display. A. B. Gould, F. C. Golden, and J. C. Rice will be in attendance.

Scott & Williams, Inc., N. Y., knitting machinery, will have their usual interesting and extensive exhibit. They will occupy spaces 260-262 and 303-305. It will include a complete and varied line of circular knitting machines for the manufacture of ladies' hose, men's and infants' half hose and also circular machines for the knitting of underwear fabric. The hosiery machines will include gusset toe K spiral machines in all popular gauges for the manufacture of ladies' plain, net and fancy hosiery of various kinds. In addition to the above ladies' hose machines there will be exhibited twenty-five step spiral half hose machines with the latest attachments for men's fancy half hose and for children's and infants' fancy half hose. They will also exhibit in various gauges the new ES embroidered stitch machine which this company is now placing on the market for the manufacture of distinctive wrap type half hose. A line of circular machines for the knitting of various types of underwear fabric, including their fine gauge, multiple-feed balbriggan web machine, will be another feature.

Singer Sewing Machine Co., New York, will occupy Spaces 202-204 and 215-217 and display the latest high speed garments. These machines will be mounted on Singer Universal pressed steel safety and electric transmitter power tables. A working exhibit will be conducted for the benefit of those in attendance and experienced operators will be employed in the making up of women's rayon garments. Attendants fully conversant with the rayon and knit goods industries will be on duty and furnish full details regarding Singer equipment to all visitors.

Southern Textile Machinery Co., Paducah, Ky., will exhibit in Spaces 351-352 and 360-361, in addition to their regular line of Wright and Sotco loopers, a new machine that has been developed for the specific purpose of looping cuffs and tails on to sweaters, and cuffs on underwear. The looper points are mounted in cylinders instead of rings and the stitch is entirely new. R. N. Parkins, head of the road men, and Mr. Mulligan, superintendent, will be in charge.

Wildman Mfg. Co., Norristown, Pa., their display in Booths 310-312 and 353-355 will consist of circular machinery in operation for the manufacture of fine rayon underwear, bathing suits with plain and fancy stripes, underwear cuffs and collarettes with colored edgings, fine gauge bathing suits, men's half hose tops and striped rib tops and striped rib tops for infants' and children's wear. Their experimental mill at the plant in Norristown, will be open to guests who desire to see their full-fashioned machines in operation.

The Torrington Co., Torrington, Conn., will have an exhibition of the wide range of products which they manufacture, including knitting machine, sewing machine and full-fashioned needles, full-fashioned machine parts, and ball bearings. Their booths will be 210-211 where they will be represented by E. K. Brown, W. T. Bell, W. L. Morgan and L. J. Ross, from the home office; W. C. Wicard, Philadelphia, and A. R. Brown, New York.

EVERYBODY'S BUSINESS

By FLOYD PARSONS
The Fittest Service

ASIDE from the evil consequences of the action of everlasting human nature, for which there seems to be no apparent remedy, our chief difficulty today is in successfully meeting the demands of radical change.

There was a time when drug stores derived most of their incomes from selling medicines. A centrally located retail drug store in New York City recently sold 50,000 books in a month, no one volume selling for more than a dollar.

It seems that the drug store is on the way to becoming the greatest of all outlets for merchandise. In several cities the number of this type of establishment is increasing 20 per cent a year. Drug stores are handling 60 out of 73 commodity departments chosen by Federal authorities for a general retail survey. Some of these stores now carry as many as 1,500 different articles in stock!

Everywhere one observes a diversifying of activities. A big paint company makes a widely used salad dressing, meat sauces, pickles, spices, condiments, margarine and other eatables based upon the use of oil. The largest of Standard Oil Companies aside from having become an important figure in the chemical industry has established an agency to assist in the development of aeronautics.

The world's principal producer of explosives is also turning out rayon, coated textiles, fire extinguishers, motion picture films and dyes. A firearms company is producing adding machines, dishwashers and molded specialties. A washing powder corporation has become one of the chief distributors of shoe polishes and food products. A powerful radio organization is the owner of the nation's largest vaudeville circuit. A company famous for its rifles is doing well with vending machines and automatic quotation boards.

In many places the tails have come to wag the dogs as a result of the effort to use diversification to insure continuity in earnings and provide employment for surplus capital. As a result of this tendency to bring more and more activities under the control of powerful interests, managements are finding it necessary to master the fundamentals that underlie the science of modern business administration.

Far-sighted executives are aware that competition now comes as much from other industries as from other producers in one's own field. A product essential today may have a dozen substitutes tomorrow. Iron in some places has driven out wood and then later itself been replaced by brass or aluminum. Wood-working furniture companies are greatly disturbed by developments in new fields such as that producing plastics, and the makers of bicycles are engaged in a life-and-death battle to reinstate their product in the public consciousness.

In the face of such conditions, to which must be added the dangers and difficulties of a major business depression, it is plain that only the fit can survive. Success may only be won by getting in step with the new spirit of a new order. Each industry and each unit in that industry must strongly maintain the position of its products in the public mind. The big merchandising shows that perform a valuable service at a very low cost in dollars and cents per unit sold must be supported.

The advantages of co-operative merchandising must be carefully considered. Benefits may come from using group advertising and group marketing. One agent may be secured to represent in certain defined territories a number of concerns whose products are non-competing. Joint arrangements may be made to protect products from the inroads of substitute materials.

Co-operation has proved extremely helpful to wide-awake industries both large and small where it has been wisely employed. The manufacturers of curled hair are making the world conscious of the advantages of cushions and mattresses filled with their product. Producers of slate, tile, spun silk, linen and concrete block are working hard on group plans to either regain or expand markets.

The glycerine manufacturers have met much success in their campaign to popularize glycerine as an anti-freeze preparation. Aggregations of candy companies have found it possible to sell large quantities of identical products of men's wear united their educational forces and reminded the world of the need for good dress. Other joint efforts have been entered into by the manufacturers of foods, kitchen equipment, agricultural implements, refrigerators, brick and metal alloys.

Foundry companies, acting as a unit, are attempting to improve their practices. The much distressed anthracite coal industry has at last awakened and is making progress in lining up hard coal not only as a source of dyes and chemicals, but as a suitable material for water filtration. Coal dealers have shown a progressive spirit by climbing out of their age-old rut and adopting a plan that permits the local retailer to sell householders a full winter's heat. The dealer contracts to maintain a fixed temperature, remove ashes, supply fuel and keep all the equipment in prime condition for a specified charge.

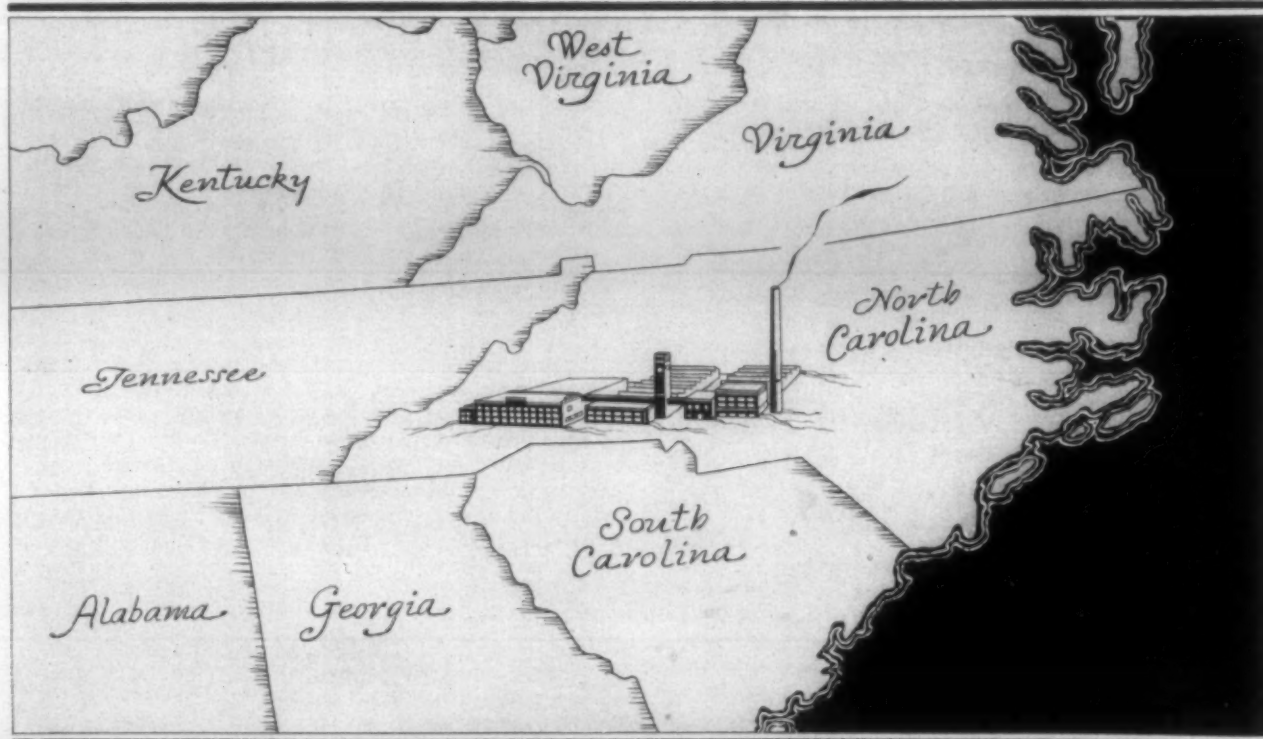
Co-operative research and marketing are now the only salvation for a majority of small companies that are striving to preserve markets and safeguard profits. Such an effort is usually supported by contributions from the member companies on a basis that averages from 1 to 3 per cent of net sales. Plans of this kind generally include radio talks, advertising in periodicals, the operation of a lecture bureau and frequently the publication of a magazine.

Co-operative arrangements run all the way from a simple relationship of several companies in which each gives publicity to the products of the other, to plans of a more elaborate character such as the creation of a separate company with capital stock held by the concerns included in the group. Merely to show how wide are the possibilities of joint efforts it may be mentioned that retailers in more than 40 cities are now saving a great deal of money by participating in a common delivery service.

Nothing at present is more vital than the elimination of inefficiencies. Incompetent and complacent managements that were carried along by our last tidal wave of industrial enthusiasm have now learned that the game of getting ahead is terribly stern reality. It has necessitated the dismissal of foolish fallacies and the immediate acceptance of new understandings.

(Continued on Page 23)

We're your next door neighbors



... That's why we can give you such QUICK SERVICE

OUR location enables us to give valuable service to Southern textile operators. Here, practically at the gateway of the South, we can speed Enka yarn to you on short notice. Our technical men are close at hand to help you with emergency problems.

This superior service and the high quality of our yarns have won us friends among prominent hosiery and textile mills of the South. Operators turning out millions of pairs of half hose depend on Enka yarn, as do many mills making successful fashion fabrics. Enka yarn permits a steady maintenance of volume output. It is extra strong and uniform, and runs swiftly without a halt from broken filaments.

Our technical department can give you a lot of new ideas on knitted goods and fabrics. If you are looking for something new, for a real personal service from our mill to yours, we'd like to talk with you. Our practical next-door-neighbor service gives you far more than raw materials.

**THE
FATE
OF A
FABRIC
HANGS
BY A
THREAD**

**AMERICAN
ENKA**

● Make it a point to see our Enka yarn display at the Knitting Arts Exhibition in Philadelphia and talk with our representatives there.

●
AMERICAN ENKA CORPORATION
200 Madison Avenue, New York City
CANNON MILLS, Sole Agents
Philadelphia—New York—Providence
Chicago—Chattanooga—Kannapolis

Profit On One Yarn Number Does Not Justify Loss On Another

The following letter has been sent all mill executives by Sydney P. Munroe, manager Cost Section, Cotton-Textile Institute:

"The Institute has repeatedly pointed out to the industry the deplorable extent to which market conditions may be undermined by neglect of cost information by individual mills when quoting prices or considering offers. In emphasizing the importance of using and having available sound cost data at such times it has been explained that incorrect cost methods always under-estimate costs on some if not all lines of product. If any yarns or styles are over-figured the mill is not likely to be in a competitive position on such items. On the contrary, however, the items which are under-figured will be more readily sold and the tendency will be for more and more of the mill's equipment to be engaged in manufacturing yarns or goods which are under-quoted.

"There is another dangerous practice which is pursued by some mills regardless of the soundness of their cost figures. This practice consists of deliberately operating some portion of the mill's equipment on orders which are sold at a loss, the theory of the management being that if it is able to operate a part of its equipment on certain items which show a profit, that profit will be further assured if the balance of the equipment is operated on orders sold at a loss because the latter orders will serve

to absorb part of the overhead on machinery which might otherwise be idle.

"For example, a yarn mill producing, let us say, a range of yarns from 10s to 40s may be able to occupy a large part of its mill selling 30s and 40s yarn at a profit, because perhaps its equipment may be such that it is best adapted to the production of such yarns. In order to carry at least a part of the overhead on the remainder of its mill it may accept orders on 10s and 20s which it knows will show a loss.

"At first glance it may appear that this is a shrewd business move, and this might be true momentarily if the mill in question were the only one which could and did play this particular game. But all others can play the same game and, under force of example, many are likely to do so. Accordingly, the procedure should be viewed from the standpoint of its eventual results both to the mill itself and to the entire industry rather than from a very doubtful aspect of temporary individual expediency.

"What is the situation if his example leads to the adoption of a similar policy by the mill's competitors generally? Some of these competitors will have mills which are best adapted for the manufacture of 10s and 20s and may decide to sell 30s and 40s at losing prices in order to absorb overhead and to enable them to operate

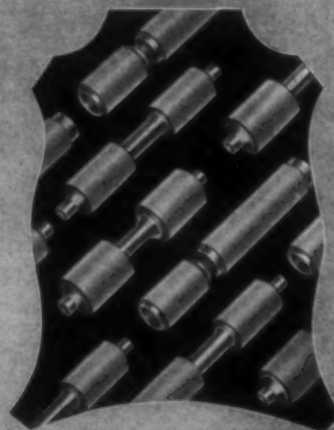
(Continued on Page 27)

after all

nothing takes **L** the place of
LEATHER

Cover your top rolls with Gilleather. It will not loosen up, rough up, split or flute because it is firm, tough, resilient and satin-smooth. It is tanned in the old-fashioned way: by suspension in pure hemlock bark liquors—a process that requires five to six weeks.

Much trouble with leather covered rolls results from using skins tanned with extracts in two or three hours: soft, stretchy—and low in price. Gilleather costs a little more, but it pays the difference in better yarn, fewer breaks, and greater production.



Further information together with samples and prices of our three standard grades, SUPERFINE, SUPERIOR, and PRIME, can be had by writing to our main office, Salem, Massachusetts, or through either of our Southern Representatives, Mr. Ralph Gossett, 904 Woodside Bldg., Greenville, S. C.; Hammer & Kirby, Gastonia, N. C.; and Mr. Bolton C. Plowden, Griffin, Ga.

**GILL SHEEP SKIN
LEATHER
for TOP ROLLS**

GILL LEATHER CO.



SALEM, MASSACHUSETTS

Southeastern Mills Handicapped By Freight Rates

Cotton textile mills in the Southeast, particularly in Georgia, Alabama, Tennessee, and Mississippi, will be unable to continue in competition with the mills of New England in the principal consuming markets, and further development of the South's textile industry will be completely stopped, if the increase of 25 per cent in the freight rates on cotton factory products, proposed by the railroads, is permitted to become effective, according to an address made by W. D. Anderson, Sr., of Macon, Ga., in speaking Tuesday night at the opening meeting of the annual convention of the Cotton Manufacturers' Association of Georgia in session at the Atlanta Biltmore Hotel. Mr. Anderson who is president of the Bibb Manufacturing Company, is chairman of a joint traffic committee representing the cotton mills of Georgia and Alabama and the fight to prevent this increase in freight rates is being made under his direction.

"These proposed increases in our freight rates which will become effective June 9, 1931, unless suspended by the Interstate Commerce Commission, are presumably the result of a movement initiated by the railroads of New England and inspired by certain interests in that section in an effort to destroy the South's rightful supremacy in cotton textile manufacturing," said Mr. Anderson.

WOULD HANDICAP MILLS

"The burden of these increased rates, amounting to approximately a quarter of a million dollars annually, will fall most heavily on the mills of Georgia and Alabama, most of whose goods are shipped into the territory around Chicago, Detroit, and Akron, because the new rates to that territory from the South will be on a much higher level than the rates from New England mills to those markets, though the distance from the South is less.

"Until a few months ago the mills and railroads of the South were able to resist the repeated efforts that the Northern and Eastern railroads have made during the past ten years to force the Southern railroads to raise their rates, and becoming impatient the railroads of New England voluntarily reduced their freight rates on cotton factory products shipped from New England mills to the important consuming territory north of the Ohio and Potomac rivers, these new rates being much lower than the level of the rates from the South to that territory.

"Then, by a strategic move on the part of the New England interests the matter was suddenly brought to the attention of the Interstate Commerce Commission at a hearing in December, 1930, the result of which was an order issued on January 17, 1931, by the Commission, requiring the Southern railroads to abolish all 'commodity' rates on cotton factory products shipped from the Southeast to the Middlewest, the North, and the East, because these 'commodity' rates involved certain technical violations of the long and short haul section of the Interstate Commerce Act, though these same violations have been in existence for more than twenty years. The Commission further ordered the Southern railroads to publish new rates, eliminating these violations, not later than April

9, to become effective May 9, but the mills have been successful in getting this date extended thirty days.

NEW RATES 20 PER CENT UP

"Following the order of the Commission the Southern railroads have proposed rates 20 per cent higher than the present rates, but the Northern and Eastern railroads, who must concur in these rates, have demanded straight 'class' rates that are approximately 25 per cent in excess of the present level, so it is practically certain that the 'class' rates will be published.

"The present situation, therefore, is one in which the rates from New England mills have been voluntarily lowered, while the rates from the South are to be raised, the strategy of the move being to force the Southern railroads to install 'class' rates much higher than the present rates so that the Northern and Eastern railroads can then increase their present rates, but when the final adjustment is compelled New England mills will have much lower rates to the important markets than the rates applying from the Southern mills so that the South will be placed at a distinct disadvantage.

PROPOSE NEW RATES

"Through a series of conferences with a committee of traffic men representing the mills of New England, an agreement has been reached on a revised schedule of rates that will meet the requirements of the Commission, and which it is hoped will be acceptable to the railroads of the two sections. These new rates will place the Southern and New England mills on a parity, mileage considered, in the important consuming markets, and while they will effect a slight increase in the rates from the South the increase is a great deal less than that proposed by the railroads. These rates suggested by the mills have already been offered to the railroads of the Southeast at a conference in Atlanta on April 3, at which time the railroads agreed to a policy on the same basis of rates from the South into the North as those applying within the Northern territory. The committee from New England feels confident that the Northern railroads will accept their proposal at a conference this week and it is hoped that the Southeastern railroads will be agreeable to protecting the interests of the mills of this section by approving these rates.

SEEK RELIEF

"Since the railroads of the South have the longest portion of the haul in transporting cotton factory products into the Northern consuming markets, they would get the major portion of the increased revenue under the higher rates proposed by the Northern carriers, but it will be to their interest to take advantage of this opportunity to co-operate with the mills whose products form the bulk of the freight moving out of this territory. Many Georgia and Alabama mills are already shipping much of their goods by motor truck to the Southern markets and there is a steadily increasing movement of their products by truck to the distant markets in the Middlewest, the North, and the East, though if the freight rates are kept at a reasonable level, the mills prefer to give their business to the railroads, because of their large investment in property and equipment."

Georgia Association Holds Annual Meet

An unusually good attendance of Georgia cotton mill president and executive officers was present at the thirty-first annual convention of the Cotton Manufacturers' Association of Georgia, which was held in Atlanta, at the Biltmore Hotel, Tuesday and Wednesday of this week.

The board of directors of the Association held a dinner meeting at the Biltmore, Tuesday evening, and the convention officially opened at 7:30 p. m. in an executive session for mill officers only. At this session, Wm. P. Jacobs, president of Jacobs & Co., of Clinton, S. C., made an address and led a discussion on "An Advertising Publicity Program for Textile Mills." Mr. Jacobs has been in charge of a very successful advertising program in the daily and weekly papers of South Carolina, for the cotton textile industry of that State, and he will explain to the Georgia mill men the details of that program, stressing the need of similar campaign in Georgia and other Southern States.

A full report of the progress of the Cotton Factory Products Freight Rate case was made by W. D. Anderson, Sr., president of the Bibb Manufacturing Company, Macon, Ga. Mr. Anderson is chairman of the Joint Traffic Committee of the Georgia and Alabama Cotton Manufacturers' Association, and is leading the fight for the mills of these two States in an effort to prevent an increase of 25 per cent in the freight rates on their goods moving to the consuming markets.

Hon. Hatton Lovejoy, of LaGrange, Ga., general counsel for the Association, spoke to the members on certain legislative matters, particularly with reference to taxes. The cotton mills of Georgia are the largest group of taxpayers of the State, and they are deeply concerned over the tax problems of Georgia.

At the session on Wednesday morning, which convened at 10 a. m., the address of welcome was made by Hon. Eugene R. Black, governor of the Atlanta Federal Reserve Bank, and the response was by W. J. Vereen, of Moultrie, Ga., vice-president of the Moultrie Cotton Mills.

Following the president's annual address by D. A. Jewell, Jr., of Chickamauga, Ga., the principal feature of the convention was an address by M. D. C. Crawford, associated editor of the Daily News Record, of New York, N. Y. Mr. Crawford spoke on the history of cotton textile manufacturing and displayed his valuable collection of ancient and rare textile fabrics gathered from all parts of the world. Mr. Crawford has devoted his life to the study of the history of cotton manufacturing and to scientific research in that industry.

Following the reports of the other officers of the Association, there was the only social feature of the meeting, an informal luncheon, during which the resolutions and nominating committees made their reports and officers for the coming year elected.

All sessions of the convention, which adjourned immediately after the luncheon, were presided over by the president, Mr. Jewell, who is vice-president of the Crystal Springs Bleachery, at Chickamauga, Ga. Executive offices of the Association are located in Atlanta, with T. M. Forbes, as secretary, and C. W. Cheers, as traffic manager.

Note.—As the meeting begun Tuesday evening and did not adjourn until Wednesday evening, it was not possible to give a more complete account in these columns this week.

Plans for Combed Yarn Merger

Directors of more than 20 combed yarn mills in Gaston county, N. C., are to meet April 14th to consider plans for a proposed merger. The proposed new company would be known as Textiles, Inc., and would have a capital of \$10,000,000 and operate more than 300,000 spindles. If the consolidation is effected, the company will be the largest producer of combed yarns in the country.

The merger has been under consideration for some months and is said to be favored by an important group of mill executives who state that numerous advantages can be brought about by the consolidation.

The mills understood to be interested in the proposed merger include those known as the Gray-Separk, Armstrong-Winget and A. G. Myers groups and certain mills under the management of R. Grady Rankin and W. T. Rankin, Jr.

Stockholders of the various mills must ratify any agreement reached by the directors.

Hunter Sales for First Quarter Break Record

By Hunter Manufacturing & Commission Co.

As we expected, this has been a quiet week, but our sales of colored goods have been larger than in any of the previous three weeks. Our March sales have been in excess of those of March a year ago. For the first quarter of the year our sales have been larger than for any other quarterly period in our history. The previous record was held by the first quarter of 1927 when our sales ran up to 271,000,000 yards. For the quarter just finished we sold 285,000,000 yards, an increase of 5 per cent.

Complaint is made that, in spite of the activity of the market and the heavy yardage disposed of during the quarter, prices in general have shown disappointing response. That may be, but it must not be overlooked that only last June the mills were in about the worst shape as regards unsold stock in their history, and that, since then, in the face of slowly increasing production, print cloth stocks have been reduced to the lowest figures ever known and a very large volume of orders entered on the books for later delivery, while even sheeting stocks have come down to a point lower than any since present tabulations began in January, 1928, with the exception of three months in the fall of 1929. To have accomplished as much as this during a period of nine months of very trying times seems a most promising showing and, we believe, one equalled by few other industries during the same period.

The period of active spring buying having passed, we are now dependent on filling-in business. The volume of this depends upon the rapidity with which finished goods move over the retail counter and improvement develops in one hundred and one lines of manufacturing trade using cotton cloth; among them, bag manufacturers, rubber goods manufacturers, paper box manufacturers, automobile and tire people, etc.

The general opinion in the Worth street district seems to be that after Easter there is bound to be some improvement in inquiry, as usually occurs, and that a very fair inquiry can be counted on for the next few months as business in the majority of lines shows signs of slow pick-up. Meanwhile, the mills are well supplied with orders to work on and customers, in a great many instances, are calling for anticipations which often cannot be made.

**THE HOUGHTON MAN
COVERS THE COUNTRY**



LUBRICANTS

Absorbed Oils
Stainless Needle
Oils
Stock Lubricants

BELTING

TEXTILE
LEATHERS

SILK SOAKING
OILS

SOFTENERS

COTTON SIZES

RAYON and SILK
SIZES

WETTING-OUT
AGENTS

PENETRATING
AGENTS

Always ready to serve you, the Houghton Man places at your disposal the result of 65 years' exhaustive research in the textile field. Also, the Houghton Research Staff, a force of practical men, whose training is backed by actual mill experience, are eager to cooperate with you in the solution of your own particular problems. Profit by the Houghton Man's intimate knowledge and cut your production costs. There is a Houghton Man in every one of the key cities listed below—let him bring the Houghton Line to you.

Akron, Ohio
Allentown, Pa.
Appleton, Wisc.
Atlanta, Ga.
Baltimore, Md.
Bridgeport, Conn.
Boston, Mass.
Buffalo, N. Y.
Canton, Ohio
Chicago, Ill.
Cincinnati, Ohio

Cleveland, Ohio
Columbus, Ohio
Davenport, Iowa
Dayton, Ohio
Denver, Colo.
Detroit, Mich.
Erie, Pa.
Franklin, Mass.
Greensboro, N. C.
Greenville, S. C.
Harrisburg, Pa.

Hartford, Conn.
Indianapolis, Ind.
Kalamazoo, Mich.
Kenosha, Wisc.
Los Angeles, Calif.
Milwaukee, Wisc.
Minneapolis, Minn.
Newark, N. J.
New Orleans, La.
New Haven, Conn.
New London, Conn.

New York, N. Y.
Peoria, Ill.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Me.
Portland, Ore.
Providence, R. I.
Richmond, Va.
Rochester, N. Y.
Salt Lake City, Utah
San Francisco, Calif.

Schenectady, N. Y.
Scranton, Pa.
Seattle, Wash.
Springfield, Mass.
South Bend, Ind.
St. Louis, Mo.
Syracuse, N. Y.
Toledo, Ohio
Trenton, N. J.
Waterbury, Conn.
Worcester, Mass.

E. F. HOUGHTON & CO.

PHILADELPHIA, PENNSYLVANIA

And All Over the World



SEE HOUGHTON AT THE KNITTING ARTS SHOW, BOOTHS 47 to 50
COMMERCIAL MUSEUM, PHILADELPHIA, PA., APRIL 13 to 17

**A Substantial, Durable Valve
for Your Various Acid Conditions**
Designed by Engineers With 25 Years Experience
in Acid Plants

CAROLINA ACID VALVES

Made of Lead Alloy Lined, Cast
Iron and of Various Alloys
to Suit Acid and Alkali
Conditions

Rising Stem

We recommend the plug type valves
because they are simpler. We fur-
nish either the straight line or angle
type plug and seat valves. All plugs
and seats are renewable.



**Special Equipment for Dyeing,
Bleaching and Finishing Plants**

Acid Valves, Automatic Cut-off Valves, Acid
Pumps, Chemical Brick, Acidproof Cement, Chemi-
cal Putty, Lead Alloy Plug and Seats, Special Alloy
Equipment for Acid, Chemical Assistants for Dye-
ing and Bleaching.

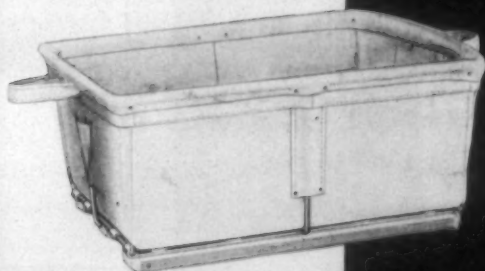
Charlotte Chemical Laboratories

Incorporated

Charlotte, N. C.

New York Office: 50 E. 42nd St.

**Pile them high,
pile them heavy . .**



use them from morn to mid-
night on the roughest, toughest
jobs. And *still* these sturdy
Rockweave baskets, hampers
and trucks carry on! They're
built for work—for *hard* work,
for the kind of work that only
the textile industry gives them.
Glance at these specifications:
Casters, handles, eyelets and
shoes designed for long service.
Top rims heavily padded with
chrome leather. Runners of
clear oak and maple. Frames
of highly tempered steel, rein-
forced against warping, bending,
sagging. And a covering of our
own Triumph Duck, specially
selected, specially tested!

Standard or special sizes on
short notice. For complete in-
formation about Rockweave

laundry nets, laundry cloth,
cotton padding, double-faced
felt, apron duck, wet-wash bags,
and table tops and napkins,
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Canvas Products Division
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ison Avenue, New York City. RAY T.
JOHNSON, representing Callaway Mills,
Inc., 323 South Franklin St., Chicago.
M. R. ABBOTT, representing Callaway
Mills, Inc., 110 Summer St., Boston,
Mass.

PERSONAL NEWS

Arthur C. Port, sales manager of the P. H. Hanes
Knitting Company, Winston-Salem, N. C., has been
elected a vice-president of the company.

Spencer B. Hanes, general superintendent of the P. H.
Hanes Knitting Company, Winston-Salem, N. C., has
been elected a vice-president of the company.

Robert J. Adams, formerly night superintendent of the
Hightower Mills, Thomaston, Ga., has been made specifi-
cation expert and in charge of the order department of
the Hightower Mills at Thomaston, Barnesville and
Griffin, Ga.

C. A. Robinson has resigned as superintendent of the
Bedford Woolen Mills, Bedford, Va.

Roland Werner has been appointed superintendent of
the Bedford Woolen Mills, Bedford, Va.

F. H. Upham has resigned his position with the Gas-
tonia Thread Mills, Gastonia, N. C., to become assistant
superintendent of the new finishing plant being built by
the Groves Mills, Gastonia.

A. Marshall Moseley has been promoted from drafts
man to chief technical engineer at the Hightower Mills
at Thomaston, Barnesville and Griffin, Ga.

E. W. Hollifield has been made overseer of night card-
ing and spinning at the Hall-Kale Manufacturing Com-
pany, Troutman, N. C.

P. B. Reading has become overseer of cloth room at
the Cornelius Cotton Mills, Cornelius, N. C.

L. N. Burgess has resigned as overseer of cloth room
at the Langley Mills, Langley, S. C., and is now located
at Forest City, N. C.

J. T. Byrum, formerly overseer at the Fulton Bag &
Cotton Mills, Atlanta, and the Appleton Mills, Anderson,
S. C., has been appointed overseer of carding and spin-
ning at the Cartex Mills, formerly the Vance Mills, Salis-
bury, N. C.

W. E. Evans, formerly overseer of weaving at the
Manville-Jenckes Company, High Shoals, S. C., has ac-
cepted a similar position at the Arkwright Mills, Spartan-
burg, S. C.

Milburn B. Amos, of High Point, a senior in the Tex-
tile School of North Carolina State College, won the
Southeastern oratorical contest held at the Farmville
State Teachers' College, Farmville, Va., on March 27th.
Mr. Amos spoke on the subject of the "Crash," his speech
dealing with the causes and effects of the depression that
followed the Wall Street stock market crash in the fall
of 1928.

Parkman D. Howe, who has been associated with
Merrimack Manufacturing Company during the past five
years, has become assistant treasurer of the Universal
Winding Company, it was announced here by the latter
organization. Mr. Howe has had a varied career in the
textile industry since graduating from Harvard in 1911.
Following graduation has become connected with Lock-
wood, Greene & Co., and was in the mill management
department of that firm for about four years. In 1915
he became assistant treasurer of Saco-Lowell Shops and
was later appointed treasurer. Mr. Howe was with Saco-
Lowell Shops about 10 years and in 1925 accepted the
position of representative of Merrick Manufacturing
Company in the selling house of Lawrence & Co., and
later held the same position with Minot Hooper & Co.,
which he resigned recently to go with Universal Winding
Company.

Colonel Leroy Springs Dead

Colonel Leroy Springs, of Charlotte and Lancaster, one of the most prominent cotton manufacturers in the South, died at his home in Charlotte on Tuesday afternoon. He had been ill for only a few days. Death was due to a throat infection.

Col. Springs was president of the Lancaster Cotton Mills, the Kershaw Cotton Mills, the Eureka Cotton Mills and the Fort Mill Manufacturing Company. In addition to his mill interests he was an officer and director in a large number of business companies in this section.

A national figure in cotton manufacturing, Colonel Springs is credited with organization and operation of several of the South's leading mills. From the time he entered the cotton mill industry in 1895, by building the Lancaster Cotton Mills, he increased his textile holdings gradually until he became outstanding in the industry. He started the Lancaster mills with 10,000 spindles and 250 looms and a capital of only \$150,000. But he increased the organization from year to year out of its earnings, until the immense plant now covers nearly 20 acres.

He was also prominent in banking, having organized the Bank of Kershaw in 1904, and served as president of the Lancaster Bank, vice-president of the Kershaw institution, and as director of a number of others. He was director of the American Trust Company of Charlotte, the Union National Bank of Columbia, the First National Bank of Camden, and the National Exchange Bank of Chester.

OTHER CONNECTIONS

Among other organizations and business concerns with which he was officially connected are the Lancaster & Chester railway and the Lansford Water Power Company, of which he was president; the Catawba Fertilizer Company and the Lancaster Cotton Oil Company, director; the Southern Home Fire Insurance Company of Charleston, the Prudential Fire Insurance Company of Greenville, which he served as director, and the Mutual Life Insurance Company of New York City, of which he was a trustee.

Colonel Springs was also a member of the United States Chamber of Commerce, the American Cotton Manufacturers' Association, the American Bankers' Association, the South Carolina Bankers' Association, the North-eastern Manufacturers' Association, the New York Cotton Exchange, the South Carolina Cotton Manufacturers' Association, and the Southern Manufacturers' Club of Charlotte.

Colonel Springs was born in Fort Mill, S. C., on November 12, 1861, the son of A. Baxter and Julia Blandina Springs. After he attended the schools of York county, he went to the University of North Carolina, where he was graduated with the class of 1881. When he left college, he became a salesman for the wholesale firm of Springs & Burwell in Charlotte. He went to Lancaster in 1884 and organized the firm of Leroy Springs & Co., wholesale and retail merchants dealing in general merchandise and cotton. This was followed by the organization of the other companies he later headed.

He was 69 years old. Surviving are Mrs. Springs, who was formerly Mrs. Lena Jones Wade of Pulaski, Tenn.; a son, Elliott White Springs of Fort Mill, S. C.; one sister, Mrs. John M. Scott of Charlotte; four brothers, Eli B. Springs and R. A. Springs of New York, Alva C. Springs and Brevard B. Springs of Charlotte; and two grandchildren.

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PRESIDENT**

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Room ^{with private} Bath
for \$2.50

A room with both Bath and Shower, \$3-\$3.50
Rooms for Two at \$3.50-\$4.00-\$4.50

LOCATION
"Just around the corner
from Everything!"

J. S. SUITS
Manager

The Use of

ARCY

Gives You MAXIMUM VALUE From Each Dollar's Worth of Starch

Thick boiling pearl starch liquefied by the mild enzymic action of ARCY (without the presence of acids) is nature's own way of changing starch back to a soluble liquid form, which remains fluid even when cooled. In this form, starch possesses valuable properties for warp sizing and cloth finishing, not possessed by the same starch in any other form.

The application of ARCY is simple, inexpensive, and because it is standardized, gives absolutely unvarying results.

DRAKE CORPORATION

Norfolk, Va.

List of Speakers Who Appeared Before An Economics Course at Dartmouth College Between February and June, 1930

In response to our recent criticism the Department of Economics of Dartmouth University has sent us the following list of speakers who appeared before the Junior and Senior classes in the spring of 1930:

1. Ellis Searles, Editor United Mine Workers Journal, "The Left Wing in Miners Unionism."
2. Clarence Miller, National Textile Union (Communist), "The Gastonia Strike."
3. J. W. Riegel, Executive Dennison Manufacturing Company, "Employee Representation."
4. John L. Barry, President N. H. Federation of Labor, "The Work of the State Federation."
5. Robert Amory, Textile Manufacturer, "The Northern Manufacturers' Viewpoint on the Southern Manufacturer."
6. Joseph Schlossberg, Secretary Amalgamated Clothing Workers' Union, "The History of Organized Workers."
7. Robert Fechner, Vice-President American Machinist Union, "Progressive Plans Among Unionists."
8. Howard S. Ross, Lawyer, "The Purified Dollar."
9. Joseph Gillooly, President American Flint Glass Workers' Union, "Effect of Machinery Upon Glass Workers."
10. H. P. Kendall, Textile Manufacturer, "Experience of the Kendall Company in the South."
11. Mrs. Thompson, Union Organizer, "Women in Trade Unions."
12. E. A. Johnson, Secretary Boston Building Trades

Council, "Work of the Building Trades Council."

13. Thomas MacMahon, President U. S. Textile Workers' Union, "Efforts of Textile Union to Organize Southern Workers."

14. B. A. Franklin, Paper Manufacturers, "An Employer's Policy Toward Labor."

15. A. J. Muste, President Brookwood Labor College, "Criticism of the American Federation of Labor."

16. James Myers, Federal Council of Churches, "Work of Churches in Connection with the Labor Movement."

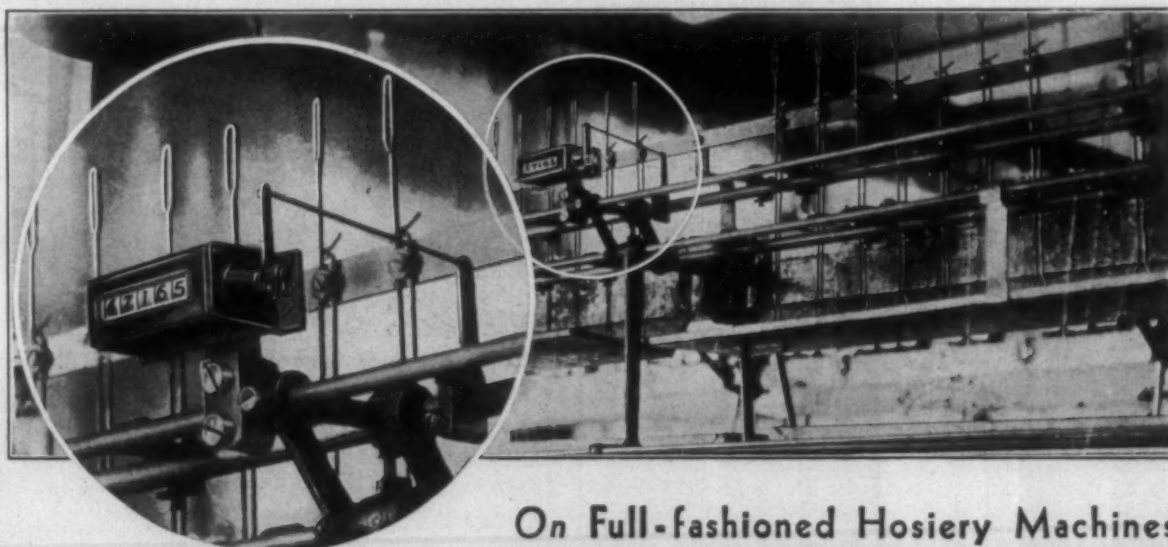
All of the above speakers appeared in a Course in Economics whose subject is Modern Labor Problems. In addition to the speakers individual discussion in small groups of students was carried on by the professor in charge.

Approves Cloth Testing Standard

An American standard for general methods of testing woven textile fabrics have been approved by the American Standards Association following its submittal by the American Society for Testing Material under the A. S. A. proprietary sponsorship method.

The standard covers general methods of testing woven textile fabrics, exclusive of materials requiring special treatment and exclusive of cord fabric used in manufacturing tires. This includes practically all types of textile materials from airplane fabrics to dress materials and household linens.

The standard provides for uniform moisture conditions and specific test methods for determining length, width, weight, number of threads per inch, thickness, tensile strength and crimp.



Counting the Courses

Above:—VEEDER-ROOT large re-set Ratchet Counter, recording the number of courses made on Reading Knitting Machine. Counter attached to Snapper Bar (or may be attached to Slur Bar). Indicates to operative just when to make changes, to maintain uniform size and length of hose.

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REDUCE number of "seconds"—get uniform product by laying out styles, shapes and sizes by count of the courses. Give your operative a table showing at what figure (on the Counter) to turn welt, to start silk for leg, to start narrowing, to start splicing, indicating courses to allow for heel. Indispensable in picot edging.

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SOUTHERN TEXTILE BULLETIN

Member of

Audit Bureau of Circulations and Associated Business Papers, Inc.
Published Every Thursday By

CLARK PUBLISHING COMPANY

Offices: 18 West Fourth Street, Charlotte, N. C.

DAVID CLARK	Managing Editor
D. H. HILL, JR.	Associate Editor
JUNIUS M. SMITH	Business Manager

SUBSCRIPTION

One year, payable in advance	\$2.00
Other Countries in Postal Union	4.00
Single Copies	.10

Contributions or subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

Reason To Get Profit Minded

W. D. Anderson, president of the Bibb Manufacturing Company, said in a recent interview that a deflation of inventories in the business world generally and in the textile industry particularly was an important factor in clearing the ground for improved conditions.

Returning to Macon, Ga., from a trip through the Eastern markets, Mr. Anderson said that he found stocks of goods everywhere were small. He predicted a revival of business, but said the change would come slowly.

The March figures covering production, sales and shipments of cotton cloths to be issued next week by The Association of Cotton Textile Merchants of New York will show that the improvement in cotton textiles anticipated at the turn of the year is being realized.

They state that while the demand for cotton textiles has not as yet reached normal proportions, the improvement has been so consistent during the first quarter that prospects for future betterment are distinctly encouraging. One of the favorable factors that will be disclosed is the maintenance of the low rate of production which has prevailed during recent months.

In the past an avalanche of orders, such as those reported during January and February, would have sent production upward, but an analysis of recent statistics reveals an inclination on the part of producers to bring about a permanent equalization of output with demand. The old policy of neutralizing every demand with an increase of production has, for once at least, been abandoned.

March figures will show a slight increase in production over February, but this will be more than offset by the fact that sales in practically every division of the market have registered satisfactory increases.

New policies predicated on intelligent regulation of production is now generally conceded to be the only salvation for the cotton textile industry.

The arrival of the season when the trade is assumed to have anticipated its needs and to be inclined to rest before looking to future requirements will find the mills in a fortunate position.

The improvement in the cotton textile industry continues to run ahead of an upturn in other industries because of its excellent statistical position and their hope is that through regulation of production to demand this position can be maintained.

If the mill managers will adhere to their present policy of production regulation and become profit minded, cotton manufacturing will soon become a profitable business.

Time to Encourage Gardening

There was a time when practically every mill family lived during the summer almost entirely out of its garden, but that day seems to have passed.

This is the time of the year when mill gardens should be planned and while we do not anticipate any idleness of mills or short time operations this summer, it will be well to fortify the mill employees against such conditions as prevailed last summer and insure that they will not go hungry in case there are periods of curtailment.

The cost of employing a man to plow all of the mill gardens will be very small and free vegetable seeds can be distributed without noticeable effect upon the mill cash account.

If every mill home finds itself, this summer, with an ample supply of vegetables, the fear of short time will be decreased and the mill management, knowing that the operatives will not have to suffer from curtailment will be more inclined to demand higher prices for goods.

The Cotton Acreage

There seems to be very conflicting opinion about the cotton acreage for 1931.

Some are predicting a 5 per cent decrease while others are maintaining that it will be 15 per cent or slightly more. Men whose opinions are usually conservative place the decrease at from 12 to 15 per cent and the former figure seems to be about the average of all estimates.

Recently there have been rumors that the war bonus loans and the Federal seed loans were encouraging farmers to increase their cotton acreage but such reports lack proof.

If the acreage reduction is only 5 per cent a material decline in price will probably result.

Some New York speculators are saying that only 5 per cent reduction will mean 6 cent cotton and one has gone so far as to say that it will mean 3 cent cotton.

On the other hand, a reduction of 15 per cent or more will, in the opinion of many, result in higher prices and there are some who predict 16 cent cotton before the end of the summer.

One thing is very definitely settled and that is that the use of fertilizer will be greatly reduced and it is well known that without normal fertilization the crop in many section will be subject to rapid and severe deterioration and the yield will be greatly reduced.

No one can foretell the weather and that must also be a big factor in the yield.

With estimates of the September price varying from 3 cents to 16 cents, there is more than the usual element of doubt.

Our guess is that the price will remain at approximately its present position as the result of a moderate reduction in acreage or will advance sharply as the result of a severe decrease in the acres planted.

We do not see much reason to anticipate much of a decline in price.

Dartmouth Speakers

In response to our recent criticism of the proportion of labor union speakers, for the spring of 1931, upon the appointment book of the Department of Economics of Dartmouth University, they sent us a list of the 1930 speakers and we are publishing them upon page 16 of this issue.

The list shows that during the spring of 1930 the students heard 16 speakers. Of that number, eleven were representatives of labor unions, four represented employers and one was a lawyer with a neutral subject.

Eleven union speakers to four employer speakers does not appear to us to be giving both sides to the students in equal manner.

Of the employer speakers two devoted their address to working conditions in the South rather than to giving a view opposed to those of the labor union speakers or to discussing labor in New Hampshire.

From our conversations, with students, while at Dartmouth, we reached the conclusion that the chief study of the Department of Economics at Dartmouth University, was "labor conditions in the South."

They seem to spend most of their time discussing the short comings of the mill men of the South, and give little consideration to the fact that the people of New Hampshire may not be

entirely perfect and may have some problems of their own.

When you find a housewife who spends most of her time poking her nose into other peoples business, you will usually find that her own house is dirty and ill-kept.

Everything may be perfect in New Hampshire but it is not well to instill into the mind of students the idea that they are put on earth to correct the evils of their neighbors.

On the other hand, it is a mighty good idea for a young man to be taught that he should sweep around his own door steps before he goes forth to cleanse the world.

The Arkwright Journal

The first issue of The Arkwright Journal, publication of the Arkwrights, Inc., textile research organization has just come from the press. It contains a number of reports of tests made as a basis for membership in the organization. One of these tests relates to different lengths of staple found in one-inch cotton from different localities, another treats of the effect of temperature regulation in slashing on warp breakage in weaving, a third deals with the percentage of moisture content in market yarn ready for shipment.

In addition, the Journal contains a message from Marshall Dilling, president of The Arkwrights and an article setting forth the enlarged program of research that the organization recently undertook.

The Journal is to be published quarterly and is edited by Walter C. Taylor, secretary. It is attractively arranged and printed and is bound in cotton cloth.

Colonel Leroy Springs

The death of Col. Leroy Springs removed from the textile industry of the South one of its strongest and most colorful figures.

Beginning life as a traveling salesman for cotton goods, with headquarters at Lancaster, S. C., Col. Springs entered the cotton manufacturing business and was uniformly successful.

Possessed of a keen mind and tireless energy and with special ability as a merchant, Col. Springs developed several large cotton manufacturing enterprises and also became extensively interested in oil mills, railroads and banks.

At one time he was the largest farmer in South Carolina and his farming, like his other enterprises, was conducted upon a business basis and was successful.

It can be truly said that one of the leaders of the textile industry of the South has passed.

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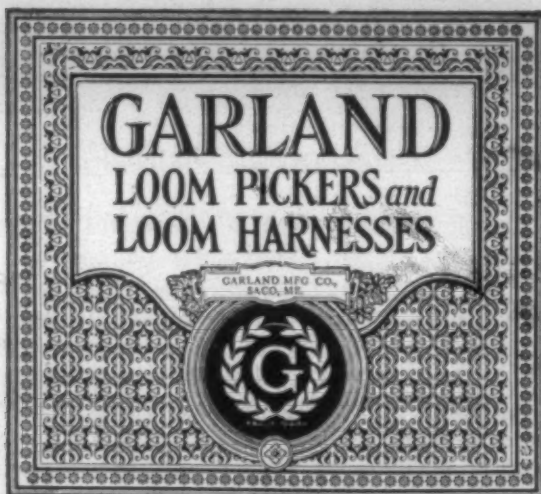
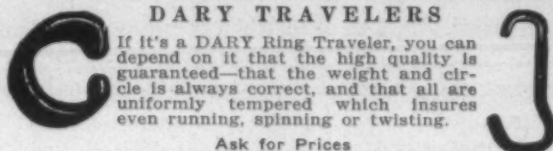
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MILL NEWS ITEMS

GOLDVILLE, S. C.—Joanna Cotton Mills have recently purchased additional Breton minerol process equipment to prepare their cotton.

AUGUSTA, GA.—The Jno. King Manufacturing Co. have recently purchased the Guillet overhauling system, sold and rented by the Dixie Spindle & Flyer Company, Charlotte, N. C.

THOMASTON, GA.—Twenty-six combers, which have not operated for six years in the local plant of the Thomaston Cotton Mills, have been put to work on the manufacture of yarns at the Griffin Mills of Griffin, Ga.

KANNAPOLIS, N. C.—Cannon Mills Company have recently purchased the Guillet overhauling system, after renting same for several months. The system is handled by the Dixie Spindle & Flyer Co., Charlotte, N. C.

CHATTANOOGA, TENN.—The Converse Bridge & Steel Co., Anderson street, have been awarded contract to furnish 135 tons of structural steel for the cellulose plant being constructed at Kingsport, Tenn., for the Tennessee-Eastman Corporation, subsidiary of the Eastman Kodak Corporation of Rochester, N. Y.

BIRMINGHAM, ALA.—Strowd-Holcombe Cotton Mills, Inc., of Birmingham, bankrupt for more than a year, were purchased by J. E. Ames Manufacturing Company of Selma, Ala., with mill also at Cleveland, Ohio, and immediate resumption of plants here is planned. Several hundreds thousand dollars were involved in deal.

ANDERSON, S. C.—The Townsend Lumber Company has been awarded the contracts by J. E. Serrine & Co., engineers, for rebuilding the entire roofing of the Appleton Mills plant in Anderson. Total cost of project, \$150,000, and work will begin in the immediate future. Five contracting firms submitted bids for the project.

GAFFNEY, S. C.—Outside repairs are being made to the Globe Manufacturing Company, bought recently by Alfred Moore, of Wellford and associates, indicating that this textile mill will soon be in operation. C. L. Chandler, one of Mr. Moore's associates states that the mill was bought to be operated. Mr. Moore, until he sold his interests a few years ago, was president of the Gaffney Manufacturing Company here. When in operation the Globe mill employed about 100 people and carried a payroll of \$1,400 weekly. Present indications are that it will be in full operation within the next 60 days.

OLD HICKORY, TENN.—The service department of the local plants of DuPont Rayon Company has launched a campaign to beautify the village, planting shrubs and flowers, grading roads, painting the dwellings, renovating the swimming pool, cleanup and sanitation work, etc. This work will require at least six months. The open-air swimming pool, which will be opened May 15, will be remodeled. Fourteen painters have already started painting 300 houses in the village. This is approximately 25 per cent of the homes. All the homes are repaired about every three years, according to a statement made by George B. Derrick, chief service supervisor.

MILL NEWS ITEMS

RUTHERFORDTON, N. C. — The Grace Cotton Mills have replaced their Breton mineral process which has been in service since 1925, with the 1931 model.

BLACKSBURG, S. C.—Charles S. Williams, head of the Gastonia Textile Machinery Company, Gastonia, N. C., by terms of a deal consummated Friday, purchased the Blacksburg Spinning Mill for a consideration of \$28,931.00.

The mill was purchased by Mr. Williams from Carl H. Hart, of York, trustee in bankruptcy and the sale was confirmed Friday afternoon at a meeting of the mills' creditor held in the office of H. D. DePass, referee in bankruptcy, in Spartanburg, S. C.

Mr. Williams said that he had reached no definite decision as to his course in regard to the future operation of the Blacksburg mill.

"I will either open the mill for operation, re-sell it, or start a liquidating process," said Mr. Williams. "Just which of these courses I will actually follow I have not yet determined."

LOWELL, N. C.—The plant and properties of the Peerless Cotton Mills, and the Lowell Cotton Mills, which have been in receivership for some time, will be offered separately at private sale on April 24 by W. L. Balthis, receiver, of Gastonia. If no bids are received at private sales, the properties will be offered at public auction on May 11, Mr. Balthis states. The Peerless Manufacturing Company has a balanced equipment of 15,120 producing spindles for manufacturing fine combed yarns. The mill village consists of forty-four houses, warehouses and other buildings and forty-five acres of land. The property of the Lowell Cotton Mills consists of three units. The first unit has an equipment of 9,216 producing spindles, the second unit a plant of 14,304 spindles and the third unit has 11,072 spindles. The three plants are balanced for producing fine combed yarns. The mill villages consist of 162 houses, warehouses, etc., and 163 acres of land.

ASHEVILLE, N. C.—Contracts for the immediate erection of a dye house and finishing plant designed to double the operations and production of the Asheville Silk Hosiery Company's mills, on Deaverview road in West Asheville, will be let this week, Theodore Y. Rogers, president, and David Baer, treasurer, of the company announced.

The annex will have a floor space of 11,000 square feet and will be larger by 3,000 square feet than the present structure which was completed in April, 1929, at a cost of over \$200,000. Officials would not divulge the amount to be expended in the enlargement of the plant, but stated that the number of employees would be increased from the present force of 90 to 100 men and women to approximately 250 full-time workers with a weekly payroll of about \$4,500 or approximately \$234,000 a year.

The plant has been operating day and night since last January, with two shifts employed regularly to supply the increasing demand for hosiery orders, all of which are handled through the company's distributing office in New York City.

The company manufactures only women's full-fashioned pure silk hosiery, and is now producing 1,299 dozen pairs a week. Immediately after the new buildings have

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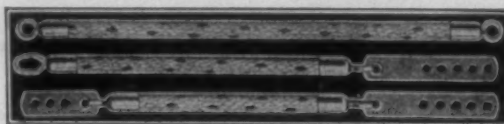
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RAYON SIZE**

MILL NEWS ITEMS

been completed, twice the amount of machinery now in use will be installed and arrangements made to increase the number of employees, it was announced.

HUNTSVILLE, ALA.—Merrimack Manufacturing Company are renting the Guillet overhauling system from the Dixie Spindle & Flyer Company, Charlotte, N. C.

WILMINGTON, N. C.—The Spofford Mills, formerly the Delgado Mills, resumed operations this week. The plant has been thoroughly overhauled and new looms installed for the manufacture of broadcloth, \$240,000 having been spent for new equipment and improvements. David Tousignant is superintendent.

LANDRUM, S. C.—The product of the Shamrock Damask Mills will hereafter be sold through Amory, Browne & Co., New York. The plant produces bedspreads.

CONCORD, N. C.—The regular annual meeting of Cannon Mills Company will be held in the company's main office at Kannapolis, Tuesday afternoon, April 14, at 2 o'clock, it was announced by F. J. Haywood, secretary. All regular business will be transacted at this meeting.

The company's surplus at the end of 1930, according to an audition recently completed by Haskins & Sells, certified public accountants of Charlotte, was \$8,155,347.81. Total assets, including plant property, deferred charges and investment in capital stock of other corporations, was \$34,350,529.47.

Net income for the year was \$1,544,638.02 against \$4,160,066.89 for the preceding year. Dividends paid to stockholders during 1930 total \$1,899,944.90.

Eastern Carolina Division to Meet

The eleventh semi-annual meeting of the Eastern Carolina Division of the Southern Textile Association will be held at State College, Raleigh, N. C., Friday, April 17th, at 10 o'clock a. m., with N. B. Hill, chairman, in charge.

The discussion will include the following:

1. Subject continued from last meeting. What benefits derived from same.
2. What viscosity oil is best for the lubrication of spinning spindles.
3. What is the best practical system of keeping numbers from lapper room to spinning room.

OBITUARY

NELSON S. GREENSFELDER

Wilmington, Del.—Nelson S. Greensfelder, advertising manager of Hercules Powder Company and nationally known authority on industrial advertising died Sunday morning, April 5.

Mr. Greensfelder was born in St. Louis county, Missouri, March 20, 1891. He attended Colorado College and later the Colorado School of Mines, graduating in 1913 as an engineer of mines. He entered the employ of Hercules Powder Company as a salesman and demonstrator and upon showing ability as a writer and advertiser was transferred to the home offices in Wilmington. He became advertising manager in 1924.

Alabama and Georgia Textile Chemists Organize

Auburn, Ala.—Textile chemists, dyers, bleachers and finishers from central Alabama and Georgia at a meeting here at the Alabama Polytechnic Institute Saturday afternoon set the date for another meeting on May 9th at the Georgia School of Technology at which time definite steps will be taken for the forming of an organization.

Discussion at the meeting emphasized the necessity of the research on cotton and rayon in the South where the Southern mill owners, officials, and operatives would be given opportunity of viewing the work at hand and thereby increase the interest for further research in the mills.

Prof. E. W. Camp, head of the school of textile engineering, welcomed the visitors to Auburn. The new textile building was inspected by those in attendance at the meeting.

Among those who attended the meeting were R. A. Field; Newnan Cotton Mills; Prof. C. A. Jones, Georgia Tech; Dr. Charles E. Mullin, Clemson College; Dr. W. T. Schreiber, U. S. Bureau of Standards; Dr. H. B.

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Gordon, of the Auburn school of chemistry and pharmacy; and Messrs. Christman, Russell, Chapple and Robinson of the Russell Manufacturing Company, Alexander City, Ala.

The committee in charge of arranging the meeting on May 9 is composed of Mr. Christman and Mr. Russell of Alexander City; Prof. C. A. Jones, Georgia Tech; and Prof. C. B. Audway, Auburn.

New Night Work Program Rapidly Going Into Effect

Reports received from cotton mills throughout the industry and from the Cotton-Textile Institute's field representatives indicate that 92 per cent of the mills which subscribed to the recommendation that night employment of women and minors be discontinued have already put this policy into effect. Reports not yet received will probably show a substantial increase in this percentage.

In making this announcement, George A. Sloan, president of the Cotton-Textile Institute, stated:

"The tendency of mills observing this recommendation to go a step further and discontinue all night work is accelerated by the recent announcement of the Borden Mills, Kingsport, Tenn., a large manufacturer of print cloth, to the effect that beginning this week it will operate on a day shift basis. Heretofore this mill has run regularly on a day and night schedule for several years. Numerous other mills, particularly those making print cloths, narrow sheetings and sales yarn, have from time to time during the last several months announced that they were discontinuing the night shift.

"The more recent spindle hour activity reports of the Government Census Bureau, while not showing separately the amount of night operation, confirm this new tendency in the industry to concentrate operations and stabilize employment on the day shift. These figures for the last available month show 66 hours as the average running time per week for spindles in actual operation in cotton growing States. In New England the average running

time per active spindle was less than 50 hours for the same period."

Largely as a result of these constructive developments, the Cotton-Textile Institute has added 269,080 spindles since March 1st. The list of new members includes the Standard-Coosa-Thatcher Co., Philadelphia, Pa., with mills in Tennessee and Alabama; The Reading Towel Mfg. Co., Reading, Pa.; Bradley Mfg. Co., Columbus, Ga.; Enterprise Mfg. Co., Coleridge, N. C.; Southern Mills, Inc., Atlanta, Ga.; Wiscasset Mills Co., Albemarle, N. C.; Imperial Cotton Mills, Eatonton, Ga.

Everybody's Business

(Continued from Page 8)

The common belief that the consumer must be kept discontented has been left behind. It was not a new thought, for the historic patent medicine fakers made good use of it. They did not more than merely create discontent; they actually made folks believe they were in the first stages of a serious illness. Even the makers of women's wear are being compelled to tone down their policy of rendering wearing apparel obsolete by too frequent style changes.

From the standpoint of sound economy the nation will never benefit from any plan of making the public dissatisfied with what they have purchased before these things have actually been paid for. The present revulsion of feeling on the part of consumers respecting this practice of destroying the individual's pride of possession the individual's pride of possession is a positive warning to the thoughtless apostles of the doctrines of using discontent as a sales accelerator. Our position is weakened when the expenditures of hundreds of thousands of families are urged beyond the safety limit.

A short time ago everyone was endeavoring to expand. Today the sale aim is contraction. Owners of stores have gone midget-mad in their desire to do business with a shoestring supply of goods. Thousands of dealers are stocking hardly more than samples. Big warehouses are being compelled to deliver single items to local dealers

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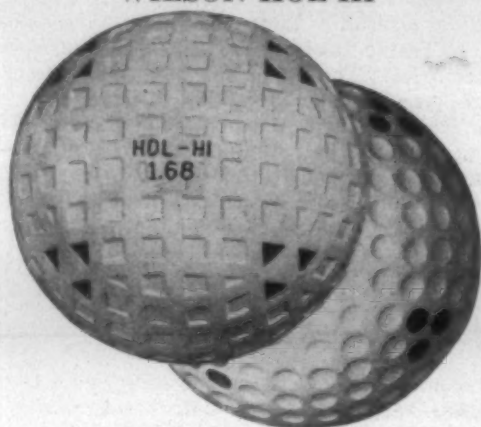
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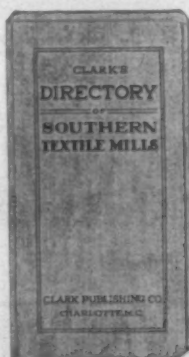
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Salesman who travels this territory.

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many times daily. These same retailers, now stricken by the urge for economy, are reducing their frontages, eliminating large foyers and broad aisles, and making two stores occupy the space formerly used by one.

A reaction from exaggerated caution is no less inevitable than a reaction from reckless overconfidence and extravagance. There are definite limits to all major trends. A downward trend hits bottom when real ability has finally becomes the sale measure of the worth of executive brains; when pure luck has been largely eliminated; and when the greed for profit without risk definitely defeats sales.

Out of the present situation will arise a new aggregation of trade and industrial units guided by people whose wisdom has been proved under the strain of a business crisis. These survivors of drastic readjustment will be those who have selected their employees with great care, understanding that machines are no better than the men and women that operate them. The attainment of low costs depends as much on the right man on the job as it does on the right machine for the job.

One will rarely find a person qualified temperamentally to be a good salesman and yet having the qualities essential in scientific research. Nor would it be likely that a good shop foreman could be transformed into a satisfactory accountant. The ordinary rule-of-thumb methods of yesterday are no longer sufficient in the important task of selecting the fit for the jobs at hand. Mere intelligence tests are also incomplete, for it has been shown that too much intelligence for certain jobs is as bad as too little. The highly intelligent operative learns quickly, but very often the job becomes so monotonous to him that either he leaves or his individual production falls below that of the less intelligent employee.

Every program to build up efficiency must include sound incentives designed to increase individual effort. Incentive methods should be built in keeping with the spirit of sportsmanship that is in all normal people. The same element of interest exhibited when we watch the scoreboard at a ball game should be developed in business by making the work of each person an everyday game. The desire to compete is strong within us and should be cultivated.

The average person will always respond immediately to the fixing of responsibility, especially if the plan appeals to his sporting instinct. Workers worthwhile will always try to win the reward that is offered for excelling a definite performance. Given proper encouragement, employees of the retiring type will frequently disclose latent qualities of a very high order, leading to unexpected accomplishments and important promotions. It's a mighty poor boss who allows his workers to travel over the same old route for years without receiving any show of help or approval.

The top-notch executive today is too wise and fair to seek a maximum of profits for a minimum of wages to his workers and service to the public.

PLATT'S**METALLIC CARD CLOTHING**

—Patented in all important Countries—

For

WORSTED, COTTON AND WOOLEN CARDS

Write for particulars of our new metallic card clothing doing away with grinding and stripping, giving a greater output, a stronger thread, and more regularity, etc. It pays for itself in a very short time.

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P. O. Box 407, Lexington, N. C.

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NORTHERN MILL installed a Saco-Lowell Continuous Stripper on a test card and compared results with a nearby card not so equipped. The test figures proved conclusively the value of the modern equipment.

Running 100% waste cotton from their own card strips or similar stock purchased outside, the Saco-Lowell equipped card produced but 2¼ ounces of cylinder strips after 280 hours' running. The ordinary card produced 10¾ ounces of strips at each stripping and it had to be stripped 4 times daily. At this rate each of the old cards was turning in 780 lbs. of strips a year to be sold at a loss. Small wonder that, with such savings at their command, mills are fitting their card rooms with this automatic stripper.

Our engineers will be glad to estimate your savings.

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MANUFACTURERS OF TEXTILE MACHINERY

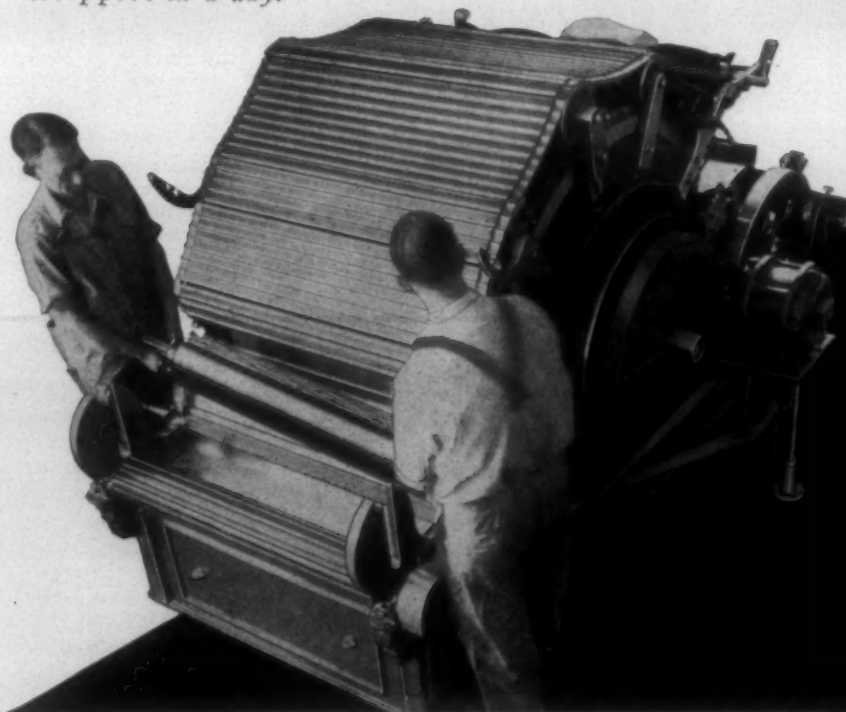
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Charlotte, N. C.

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*Two men can install
three continuous
strippers in a day.*



**INSTALL
CONTINUOUS
STRIPPERS
AND GET
SUBSTANTIAL
COST
REDUCTIONS
REPORTED
BY LEADING
MILLS**

Writes About Spun Rayon

An interesting article by E. W. Dutton, president of E. W. Dutton, Inc., describing the many uses of spun rayon, appears in the April number of the Premier Review, issued by the Industrial Rayon Corporation. Other articles of particular interest to the textile trade are one describing the recent British rayon exposition, one from Paris describing the rayons in summer collections, another telling of rayon in spring millinery and accessories, one by James Chittick stating that more advance orders would benefit the textile industry, and an article by J. S. Merigold, manager of the underwear department of Wilson Bros., who declares that right styling and packaging boost sales of rayon underwear.

More Automobile Tires Will Be Wanted in 1931

Nearly 90,000,000 automobile tires will be needed in 1931, according to detailed estimates presented in the current bulletin of the Alexander Hamilton Institute. Last year's shipments totaled only 54,000,000.

Increased demand is expected from increased production of automobiles, but particularly from replacements on old cars. During 1929 replacements dropped from 2.34 tires per car to 1.89.

William Lee

Southern selling agent for the Woonsocket Machine & Press Co. and the Fales & Jenks Machine Company until they sold their plants to the Whitin Machine Works, is open for a position as selling agent, special representative, or as superintendent in a mill specializing in high grade quality yarns. Address, 10 Henley Place, Charlotte, N. C.

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314 McLachlen Building
Washington, D. C.

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Statement of the Ownership, Manage- ment, Circulation, etc., Required by the Act of Congress of August 24, 1912, Of the Southern Textile Bulletin, publish- ed Weekly at Charlotte, N. C., for April 1, 1931.	—	Seydel-Woolley Co.	—
State of North Carolina County of Mecklenburg	—	Shambow Shuttle Co.	—
Before me, a Notary Public in and for the State and county aforesaid, person- ally appeared Junius M. Smith, who, hav- ing been duly sworn according to law, deposes and says that he is the business manager of the Southern Textile Bulletin and that the following is, to the best of his knowledge and belief, a true state- ment of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, to wit:	—	Sipp-Eastwood Corp.	—
That the names and addresses of the publisher, editor, managing editor, and business managers are:	—	Sirrine, J. E. & Co.	—
Publisher, David Clark, Charlotte, N. C.; editor, David Clark, Charlotte, N. C.; business manager, Junius M. Smith, Charlotte, N. C.	—	S. K. F. Industries	—
That the owner is: David Clark, Char- lotte, N. C.	—	Solvay Sales Corp.	—
That the known bondholders, mort- gagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.	—	Sonoco Products	—
(Signed) Junius M. Smith, Business Manager.	—	Southern Ry.	34
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Profit On One Yarn Number Does Not Justify Loss On Another

(Continued from Page 10)

machinery which would otherwise be idle, and the quotations of such competitors will in the end ruin the profit originally obtainable on these yarns. It is not difficult to see that a general pursuit of this unsound policy would result in ruinous prices on all yarns, regardless of the statistical position in respect to production, stocks, demand, etc., and regardless of the adequacy of the cost finding methods in use. After all, it would seem self-evident that a business could hardly hope to profit in the long run by selling goods at a loss.

"The practice referred to has not been uncommon and it is a striking example of the misuse of valuable facilities. It has been employed by managements who are adequately informed as to their costs and who feel that in adopting such a procedure they are taking full advantage of their cost figures. As long as the yarn manufacturer in question is willing to pursue such a policy he may be sure that his production on the 10s or 20s will never be sold at a profit. In order partially to assure a profit on a portion of his output *he has closed the door to any possibility of securing a profit on his entire output until he abandons this policy.*"

New Association Plans to Increase Use of Cotton

Atlanta, Ga.—The Association for Increased Use of Cotton, was organized here Monday to promote the interests of the cotton industry. It will ask a hearing from Secretary of Agriculture Hyde to seek to have cotton sales placed on a net instead of gross weight basis.

This action was voted in a resolution passed by the association at its closing session. Senators, congressmen and other representatives of cotton-growing States will be asked to accompany the association's committee to lay the plea for net weight before the secretary.

The association was formed by commissioners of agriculture and representatives of cotton-growing States as a permanent organization. It grew out of the temporary Cotton Consumers Association of America, formed a year ago.

Harry D. Wilson, commissioner of agriculture of Louisiana, was elected president of the new association, J. E. McDonald, commissioner of agriculture of Texas, vice-president, and Harold C. Booker, of the South Carolina Press Association, secretary-treasurer. S. Odenheimer of New Orleans will be asked to serve as chairman of the executive committee to be comprised of commissioners of agriculture from the Southern States.

The association unanimously passed a resolution, urging that superintendents of education in all States request that classes of schools this year be graduated in cotton clothing. It also passed resolutions seeking the co-operation in promoting the use of cotton of the Cotton-Textile Institute, the Federal Farm Board, State federations of women's clubs and other organizations.

One of the question considered was the advocacy of the use of cotton bagging instead of jute for cotton bales and the use of cotton in all instances where it can be used in place of jute or other materials.

Among the commissioners of agriculture at the meeting were Earl Page of Arkansas; J. W. Shealy of South Carolina, and J. O. Holton of Mississippi.

Speakers included Miss Mae Cresswell, home economics teacher, and Miss Ouida Midkiff, clothing expert of Mississippi A. & M. College.

CYPRESS Tanks Look Simple

But many buyers have found that only Davis Genuine Tidewater Cypress Tanks are unexcelled. They're tight,



they last, they don't impart color; and more than 40 years of manufacturing experience and building skill show up profitably for you in the price! Send your specifications and see. New catalog of standard sizes on request.

G. M. Davis & Son

8th and Laurel Sts.
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Sizol speaks for itself. It has been on the market for 26 years, and every old weaver knows of its efficiency—the young do likewise.

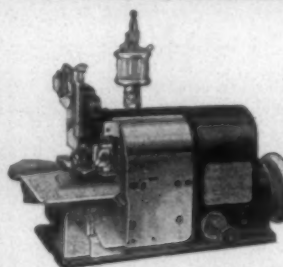
SEYDEL CHEMICAL COMPANY

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Dallas, Texas
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Browns, Ala.
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Trade Mark
Reg. U. S. Pat. Off.

High speed trimming and overseaming, overedging, plain crochet and shell stitch machines for use on knitted and woven goods of all kinds.

Let us demonstrate on your fabrics work of styles 60 ABB and 60 D3B machines for flat butted seaming ends of piece goods to facilitate subsequent processing.

THE MERROW MACHINE COMPANY

8 LAUREL ST., HARTFORD, CONN.

CLINTON STARCHES

FOR ALL TEXTILE PURPOSES

Manufactured by

CLINTON CORN SYRUP REFINING
COMPANY

CLINTON, IOWA

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Established 1828

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St. Louis	San Francisco	Chicago	Shanghai (China)
St. Paul	Cincinnati	Minneapolis	

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Chicago

Atlanta

New Orleans

San Francisco

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COTTON GOODS

New York.—The cotton goods markets were quiet last week, trading showing an appreciable decline from some of the recent active weeks. The movement of goods on old orders continued large and a great many mills are sold up for some time to come. The present lull in the market is regarded as natural and seasonal, brought about in part by the Easter holidays. Trading in print cloths and sheetings was mainly of a filling in nature and there were but few reports of larger contracts business. Prices were firm and steady at unchanged levels.

There was little business in tire fabrics. Wide goods for manufacturing purposes continued slow. Cotton duck was in light demand and few orders were put through.

Print cloths were quiet with no sales of important quantity reported. Second hands continued to offer goods at easier levels than were quoted in the first hand market. Sheetings were quiet beyond some inquiry for odd constructions and special numbers. The standard constructions were unchanged in prices. Some interest was reported in sateens, but little business was noted. Drills, osnaburgs and other coarse yarns description were quiet.

Fine goods markets were quiet. A light inquiry for staple combed cotton goods was current, and some few sales were reported, but there were few buyers who were interested for the moment. Filling-in business in spot and nearby lawns and voiles was reported, with some lots of goods coming out at slightly easier levels than mills have previously quoted for spot. Mills were generally firm in their quotations for contract deliveries, but interest of buyers in goods later than May was almost entirely lacking during the day. Rayon fabrics were rather quiet with no changes reported in prices, and fancies were only of limited interest.

All-rayon crepes for May-June delivery have sold in a very fair way, during the past 10 days.

Prices were as follows:

Print cloths, 27-in., 64x60s	3 $\frac{7}{8}$
Print cloths, 28-in., 64x60s	4 $\frac{1}{8}$
Gray goods, 38 $\frac{1}{2}$ -in., 64x60s	5 $\frac{3}{8}$
Gray goods, 39-in., 68x72s	6 $\frac{1}{2}$
Gray goods, 39-in., 80x80s	7 $\frac{3}{4}$
Brown sheetings, 3-yard	7
Brown sheetings, standard	8 $\frac{1}{4}$
Brown sheetings, 4-yard, 56-60s	6 $\frac{3}{8}$
Tickings, 8-ounce	15 a19 $\frac{1}{2}$
Denims	12
Standard prints	7 $\frac{1}{2}$
Dress gingham	12 $\frac{1}{2}$ a13 $\frac{3}{4}$
Staple gingham	8

Constructive Selling Agents
for
Southern Cotton Mills

J. P. STEVENS & CO., Inc.

44 Leonard St.
New York City

YARN MARKET

Philadelphia, Pa.—The yarn market was generally quiet last week and the break caused by the holiday interruption made for less interest by buyers. While trade has been quiet for the past several weeks, a fair amount of business was done during March. The end of the first quarter found the spinners in a much better position than when the year opened, especially where unfilled orders and stocks are concerned. Many plants now have a good amount of business on their books.

The price situation has shown some irregularity and some weak selling has been noted. At the same time, spinners have been credited with making a very good showing in spite of lack of demand in the past several weeks. Buyers have been pressing steadily for lower prices, but the amount of yarn handled at concessions has been small.

Beyond occasional claims of weakening price levels the market was regarded as unusually steady, based on buyers checking up in many quarters and finding they were unable to buy at under determination minimum price levels. While variations in price were frequent they reflected special quality requirements among buyers. A few plants are sold up tight through the next 30 to 60 days and others not over two to four weeks. The need to keep operatives busy accounts for partial resistance, at least, toward efforts to eliminate overtime employment in certain sections of the South.

Trading in the mercerized combed yarn section disclosed a price of 47c on 40s two ply, 50c on 50s and 56c on 60s. These were considerably under what a number would do. They are possibly the closest to natural yarn quotations the market has done in a long while.

Purchases of warps and tubes were principally in the 20 to 30 range of two-ply yarns. Converters, tape and toweling concerns were the most active, but the size of the average has dwindled under 10,000 pounds, as compared with 15,000 to 30,000-pound sales of a month ago. From the activities of tapestry mills outside Philadelphia dealers believe that a fairly substantial business is in prospect here once the strike is settled.

Southern Single Chain Warps		40s	35
10s	19½	40s ex.	38
12s	20	50s	45
16s	21	60s	52
20s	22	Duck Yarns, 3, 4 and 5-Ply	
26s	25	8s	21½
30s	27	10s	22
Southern Two-Ply Chain		12s	23
8s	19	16s	24
10s	19½	20s	25
12s	20	Carpet Yarns	
16s	21½	Tinged Carpet, 8s, 3 and	
20s	22½	4-ply	18
24s	25	White Carpet, 8s, 3 and	
30s	27½	4-ply	19½
36s	31	Part Waste Insulating Yarn	
40s	35	8s, 1-ply	16½
40s ex.	39	8s, 2, 3 and 4-ply	17
Southern Single Skeins		10s, 1-ply and 3-ply	17½
8s	19	12s, 2-ply	18
10s	19½	16s, 2-ply	19½
12s	20	20s, 2-ply	20½
14s	20½	26s, 2-ply	24
16s	21	30s, 2-ply	25½
20s	22	Southern Frame Cones	
24s	24	8s	20
26s	25	20s	20½
28s	26	12s	21
30s	27	14s	21½
Southern Two-Ply Skeins		16s	22
8s	19	18s	22½
10s	19½	22s	23
12s	20	24s	24
14s	21	26s	25
16s	21½	28s	26
20s	22½	30s	27
24s	25	40s	35
26s	26		
28s	27		
30s	27		

WENTWORTH

Double Duty Travelers

Last Longer. Make Stronger Yarn. Run Clear. Preserve the SPINNING RING. The greatest improvement entering the spinning room since the advent of the HIGH SPEED SPINDLE.

Manufactured only by the

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"WHERE TRAVELER NEEDS ARE PARAMOUNT." Use the UNIVERSAL STANDARD PRODUCTS, which insure you against interruptions and delays in your work.

FOR FINE YARNS—

Use OUR SPECIAL TEMPERED NARROW TRAVELERS.

FOR UNIFORMITY OF TWIST IN PLYS AND CORDS—Use the new "BOWEN PATENTED VERTICAL OFF-SET" Patent No. 1,636,992.

SOUTHERN SOURCES OF SUPPLY

for Equipment, Parts, Materials, Service

Following are the addresses of Southern plants, warehouses, offices, and representatives of manufacturers of textile equipment and supplies who advertise regularly in the SOUTHERN TEXTILE BULLETIN. We realize that operating executives are frequently in urgent need of information, service, equipment, parts or materials, and believe this guide will prove of real value to our subscribers.

AKRON BELTING CO., Akron, O. Sou. Reps.: L. L. Haskins, Greenville, S. C.; L. F. Moore, Memphis, Tenn.

AKTIVIN CORP., The, 50 Union Square, New York City. Sou. Rep.: American Aniline Products, Inc., 1003 W. Trade St., Charlotte, N. C.

ALLIS-CHALMERS MFG. CO., Milwaukee, Wis. Sou. Offices: 1102 Lexington Bldg., Baltimore, Md.; 905 Electric Bldg., Richmond, Va.; 1104 Healey Bldg., Atlanta, Ga.; 701 Brown-Marx Bldg., Birmingham, Ala.; 1118 Johnston Bldg., Charlotte, N. C.; 1124 Canal Bank Bldg., New Orleans, La.; 2412 Pinehurst Blvd., Shreveport, La.; 1515 Santa Fe Bldg., Dallas, Tex.; 1126 Post Dispatch Bldg., Houston, Tex.; 524 Alamo Nat'l Bk. Bldg., San Antonio, Tex.

AMERICAN ENKA CORP., 200 Madison Ave., New York City. Sou. Reps.: R. J. Mebane, Asheville, N. C.; Cannon Mills (Yarn Dept.), Kannapolis, N. C.

AMERICAN MOISTENING CO., Providence, R. I. Sou. Plants: Atlanta, Ga., and Charlotte, N. C. Sou. Offices: 1331 W. Morehead St., Charlotte, N. C.; 240 N. Highland Ave., Atlanta, Ga.; 711 Woodside Bldg., Greenville, S. C. Sou. Reps.: W. I. Burgess and C. A. Burgess, Greenville Office; Marvin McCall, Charlotte Office; J. D. Johnson and W. L. Johnson, Atlanta Office.

ARABOL MFG. CO., THE, 110 E. 42nd St., New York City. Sou. Agent: Cameron McRae, Concord, N. C.; Sou. Reps.: W. C. Gibson, Griffin, Ga.; W. L. Cobb, Greenville, S. C.

ARNOLD, HOFFMAN & CO., INC., Providence, R. I. Sou. Office: Independence Bldg., Charlotte, N. C. Robert E. Buck, Mgr., Sou. Reps.: Frank G. North, P. O. Box 844, Atlanta, Ga.; Frank W. Johnson, P. O. Box 1354, Greensboro, N. C.; R. A. Singleton, 2016 Cockrell Ave., Dallas, Tex.; R. E. Buck, Jr., 8 Tindel Ave., Greenville, S. C.

ASHWORTH BROS., INC., Charlotte, N. C. Sou. Offices: 44-A Norwood Place, Greenville, S. C.; 215 Central Ave., S.W., Atlanta, Ga.; Texas Rep., Textile Supply Co., Dallas, Tex.

ASSOCIATED ROBBIN COS., composed of BOWEN-HUNTER ROBBIN CO., East Corinth, Vt.; THE DANA S. COURTNEY CO., Chicopee, Mass.; VERMONT SPOOL & ROBBIN CO., Burlington, Vt. Sou. Rep., The Leed Companies, which are: Atlanta Textile Supply Co., 695 Glen St., Atlanta, Ga.; Greenville Textile Supply Co., Greenville, S. C.; Odell Mill Supply Co., Greensboro, N. C.

BAHNSON CO., THE, Reynolds Bldg., Winston-Salem, N. C. Sou. Reps.: Smith Williams, Winston-Salem Office; S. C. Stinson, 164 Oakland Ave., Spartanburg, S. C.; I. L. Brown, 686 Drewery St., N.E., Atlanta, Ga.; J. C. Sevier, 1400 Duncan Ave., Chattanooga, Tenn.

BARBER-COLMAN CO., Rockford, Ill. Sou. Office: 31 W. McBee Ave., Greenville, S. C.; J. H. Spencer, Mgr.

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BORNE, SCRYMSEY CO., 17 Battery Place, New York City. Sou. Reps.: H. L. Siever, P. O. Box 240, Charlotte, N. C.; W. B. Uhler, 608 Palmto St., Spartanburg, S. C.; J. J. Brown, Henry Grady Hotel, Atlanta, Ga.

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WOOD'S SONS CO., T. B., Chambersburg, Pa. Sou. Reps.: The McLeod Cos., which are: Atlanta Textile Supply Co., 695 Glen St., Atlanta, Ga.; Greenville Textile Supply Co., Greenville, S. C.; Odell Mill Supply Co., Greensboro, N. C.

Clemson Adds New Assistant and New Equipment

On account of the large enrollment in the Textile Chemistry and Dyeing Division of the Clemson College Textile School, F. Albert Sauter has been added to the present staff as laboratory assistant. Mr. Sauter holds a B.S. degree from Rutgers University, 1928, has taught general chemistry for two years and has taken graduate work in textile chemistry at Columbia University. He has spent some time in studying the practical aspects of silk dyeing and finishing in New Jersey.

While acting as laboratory assistant, Mr. Sauter is making further study of printing and dyeing in the Textile Department of Clemson College.

The Chemistry and Dyeing Division of the Clemson College Textile School has recently installed in its dyeing laboratory an Abbott swatch making machine and pad dryer for the preparation of swatches of dyed cotton and other fibers.

Clemson Has Graduate Courses

At the present time the textile industry is more "research-minded" than ever before in its history. Last fall, in keeping with this change in attitude on the part of the industry, the Clemson College (S. C.) Textile Department offered for the first time graduate work in textile chemistry, rayon and dyeing, leading to the Master of Science and Doctor of Science degrees. The latter degree is through the co-operation of the University or Nancy, France. At present five students are taking post-graduate work in textile chemistry, rayon and dyeing. These include one man with a Ph.D. degree from Cornell University, one graduate of Rutgers University with a B.S. degree in chemistry, one from Furman University with a B.S. degree in chemistry, and two men with B.S. degrees from Clemson College Textile Department. All of these men have had some industrial experience. It is believed that this is the largest class of graduate students in textile chemistry, rayon and dyeing

in the United States. The present indications are that the graduate enrollment for the next college year will considerably exceed the present class in size. The Clemson College Textile Department has the largest full-time enrollment of any textile school in America specializing in cotton and rayon, and was the first to offer a full four-year course in textile chemistry, rayon, and dyeing, particularly as applied to the cellulose fibers. Many of the teaching methods used are entirely new as applied to textile education.

Carolina Mills Sold Up On Some Wool Blankets

Carolina Cotton & Woolen Mills report that the entire production of some popular numbers of their all-wool blankets are now sold up for the entire year. No more orders can be accepted.

Tubize Chatillon Corp. Installs More Machinery

Hopewell, Va.—During the past week business conditions here, have materially improved. New machinery which is being installed in the Hopewell plant of the Tubize-Chatillon Corporation has reached the stage where a number of workers who have been working only part time began on full time schedule Monday, with possibilities of the plant resuming full time working operations in the next forty days.

Replica of Cotton Mill at Smithsonian Institute

A complete model of a cotton plantation, receiving station, mill and bleachery, has been installed in the Smithsonian Institute at Washington, through the co-operation of the Pepperell Manufacturing Company. The model is built exactly to scale and covers a space about 26 feet long.

Georgia Textile Mills Will Exhibit on Mexican Tour

Atlanta, Ga. — Among the mills which will be represented in the special exhibit car which is to accompany the Georgia Chamber of Commerce's Good Will and Trade Expansion tour to Mexico on April 5 to 18 are the Bibb Manufacturing Co., of Columbus; Callaway Mills, of LaGrange; Canton Mills, of Canton; Elizabeth-Bartlett Mills, of Acworth, and the Georgia-Kincaid Mills, of Griffin, Ga.



Edited by Mrs. Ethel Thomas—"Aunt Becky."

Traveling Among the Mills

Uniontown, Ala.

We still have our same superintendent (L. A. Funderburk) and overseers, W. J. Buckner, carder; J. H. Osmer, master mechanic; G. W. Miller, spinner; V. S. Yelverton, brownell. They all work for the benefit of the mill, church and community. Our mill is running 55 hours per week. Has some night work.

Since we wrote last we have organized a Methodist church with about 65 or 70 members, also a Womans Missionary Society. We only have one church here so both denominations (Baptist and Methodist) use it.

The W. M. U. and W. M. S. have had suppers and make candy each week to raise money to repair the church, each one doing her part. We have a wonderful Sunday school with an average attendance of 175.

Mr. G. W. Miller is superintendent our Sunday school. Mr. L. A. Funderburk has a Mens Bible Class (at the school house as our church is small). He has 75 on roll.

Our school simply can't be beat. We've won the loving cup for the past two years for the best attendance of any school in this county.

We have a nice club house where our girls meet for social gatherings. Mrs. Violet Nance is president of "Happy Girls." Mrs. Johnnie McHaney is president of the "Rainbows."

We also have the Boy Scouts,—Mr. Otto Shedd acting as master and leader.

Messrs. J. H. Osmer, W. T. Combs and daughters, Alice and Lucille was called to Columbus, Ga. by the sudden death of their nephew and cousin.

Messrs. L. A. Funderburk, Alma Trim, Johnnie McHaney, R. B. Webster, S. W. Guthrie, A. T. Dean, D. E. Anderson, Mr. and Mrs. W. J. Buckner attended a Missionary zone meeting in Moundsville the past week.

We are glad to say we have little sickness at the present. "Grandmother" Holt is able to be up again after a short illness. Little Ed Crocker has a broken leg. Mr. Curtis Summral is out again after a light attack of "flu."

Mrs. McKenzie, who is president of the Rangers, went with them on an outing a few nights ago. All reported a wonderful time.

Our village will soon be a flower garden, for everyone is out with their rakes and hoes planting seed.

Just Me.

Norwood Mfg. Co. Flower Garden Club Holds Meeting

One evening recently the Norwood Manufacturing Company Flower Garden Club, of Norwood, N. C., held their regular meeting in the attractive home of Mrs. L.

M. Odell. This was one of the most interesting and largely attended meetings of the year. A review of last years work was given in a very credible manner by Mrs. F. A. Wentz.

Mr. N. B. Baldwin made a wonderful talk on our co-operation with the parent and association, which was given a hearty applause. Our years work was very successful and this year we are going "Over the Top." We are working under the Live-at-Home program.

The following officers were elected for the ensuing year: President, Mrs. F. A. Skidmore; vice-president, Mrs. N. B. Baldwin; secretary and treasurer, Miss Myrtle Henderson; sick committee, Mr. N. W. Baldwin, Mrs. Surret, Mrs. Price, Mr. Webb and Mrs. Rummage; flower committee, Mrs. Smith, Mrs. Lee Maldwin, Mrs. Girtie Blalock; chorus, eight high school girls and boys; publicity, Miss Clara Baldwin, Miss Stella Maldwin and Miss Myrtle Henderson.

Goldville, S. C.—The Joanna News

"He Is Not Here—He Is Risen."

In the year of our Lord, 1931, Christian people are privileged to celebrate another Easter. With festal flowers and music, the worship of the church gives enriched expression to the praise and adoration of many grateful hearts. Ringing through all the thought and services of this season of the church year is the heart of the Easter message: "Christ is risen" and the response of faith: "He is risen indeed!" This is the consummation in history of God's eternal purpose of love as it has been worked out in the drama of human birth, life, death and resurrection of His only Son for the world's salvation.

May God grant unto us the gift of the Holy Spirit that He may guide us into all truth and especially in the knowledge of the truth which He would teach us by His word concerning the resurrection and the reality of the life to come.

VILLAGE NEWS

Mr. and Mrs. D. J. Buchanan of Laurens, S. C., spent Sunday with Mr. and Mrs. J. J. Clark.

Mr. J. W. Koon of Spartanburg, S. C., spent the week-end with Mr. and Mrs. B. F. Sample.

Miss Sadie Attaway spent the week-end with her sister, Mrs. R. L. Bolton, Newberry, S. C.

Miss Mae Clara Cooper spent the week-end in Laurens, S. C.

Mrs. J. L. Furr spent a few days last week with her parents, Dr. and Mrs. E. W. Dedmond, Columbus, N. C.

Mr. and Mrs. M. D. Young of Hollywood, Ala., were week-end guests of Mr. and Mrs. J. J. Whitmire.

Mr. and Mrs. Sam Dye and children spent the week-end in Clinton, S. C.

Mr. and Mrs. O. M. Templeton and son, Clisby, and

Mr. and Mrs. Roy Templeton spent the week-end with Mr. and Mrs. F. A. Buchanan, Swananoa, N. C.

Mr. and Mrs. Earl Turner, Mrs. J. H. Turner, Avis and Raymond Turner visited relatives at Little Mountain, S. C., Sunday.

All the teachers of our school attended the annual meeting of the State Teachers' Association in Columbia, S. C., last Thursday and Friday.

The teachers of the Primary Department of the Sunday school gave an egg hunt for the children of that department Saturday afternoon, April 4th.

ODELL-TEMPLETON

Miss Roberta Odell and Mr. Roy Templeton were married Friday evening, March 27th, at the Baptist parsonage at Bush River, Rev. C. C. Vaughn officiating. Both of these young people are very popular with the young set. Their friends wish them many years of happiness.

Albany, Ga.—Flint River Mills And The Textile Sunshine Club

Dear Aunt Becky:

Just a few words to let you know that "Everything is Peaches Down in Georgia." We are moving along nicely on our regular 60-hour schedule, and everybody is happy.

The Sunshine Club is enjoying a good measure of success. We do much good, and have plenty of funds with which to do it. At this time we have \$130.00 in the treasury. We cannot praise too highly the officials of our mill for the whole-hearted moral and financial support which they give to our club. They are: Messrs. E. E., H. B., and F. B. Wetherbee, W. H. McDaniel and W. A. Bierman, and a finer group of gentlemen could not be found.

"Aunt Becky," we would be glad to have you visit us and our mill. We are sure that the occasion would be mutually enjoyable for you and for us. Come and see our colored work, which we are just beginning.

We wish you success in your work and hope to see you some time. Love from,

TEXTILE SUNSHINE CLUB,

Mrs. Paul B. Courson, Pres.

Lakedale, N. C.—Victory Mill

This pretty mill a few miles from Fayetteville has its own post office, called "Lakedale" and the funny thing about it is, that few people in Fayetteville know about it. Anyway, no one could tell me a thing about "Lakedale" when I inquired about it.

Victory mill is noted for its lovely marquisette window curtains, and National colors in bunting. It furnished colors for the Democratic convention held in Texas, and furnishes decorations for the Navy.

The officials and overseers are efficient and courteous, and the mill and village a credit to the textile industry.

Howard R. Taft, is superintendent; J. W. Canady, overseer carding; C. H. Lawson, overseer spinning; D. A. Purcell, day weaver, and W. H. Baxley, night weaver; L. V. Faircloth, is overseer the cloth room (note how appropriate the name). Albert Starling, master mechanic.

Lupton City Tenn.—Dixie Mercerizing Co

RADIO FANS PLEASE TUNE IN ON WOOD SUNDAY EVENING, 9:00 to 10:00 O'CLOCK

Dear Aunt Becky:

We are still on the map and on top of the world. We

have just closed a revival with 182 conversions, 150 additions to the church, 130 to be baptized.

The Lupton City Baptist church will put on a program Sunday evening, April 12th, over WOOD of Chattanooga, Tenn., from 9:00 till 10:00 p. m. Central Standard time. A short sermon will be rendered by our pastor, Rev. H. M. Linkous, who has been with us for about eight months. We hope everybody will tune in on the program, and hear this sermon.

Our Sunday School is one of the best. We have on roll 302.

Our second hand over the spinning department, Mr. Judd Miller, is bringing our choir to the front; Judd has been with us for seven months and has been a great benefit to our community. His former position was in Clover, S. C. He will direct the choir over WOOD.

We will have to boost our little town and our management. Geo. R. West, Jr., W. N. Thomas, T. B. Moore, L. W. Hamble, also overseer, R. F. Gardner, who has been a great benefit to our community.

We have run full time day and night.

We are glad to welcome Z. C. Calloway back to our community and his former position as master mechanic; his place was filled by E. W. Everett for about 48 months. Mr. Everett resigned and returned to his home in South Georgia.

We are glad that Will Ledbetter is back on his job after two weeks' absence due to an operation for appendicitis.

HAPPY HEART.

High Point N C—Hillcrest Silk Mills

Dear Mrs. Thomas:

You didn't get a full line of the overseers and second hands, so I am going to send them to you.

First at High Point: Mr. W. L. Sprye, general superintendent, High Point, Hillcrest Silk Mills, also at Reidsville and Berryville, Va.

Overseers at High Point: Day, E. M. Sprye, overseer entering and slashing department; T. E. Tysinger, winding and warping department; T. B. Moore, cloth room; L. C. Easter, overseer weaving department; Jack Sprye, second hand day weaving.

Night as follows: J. B. Sharpe, second hand winding, warping and slashing department; J. H. Samuels, second hand weaving department; W. A. Laney, general overseer at night.

At Reidsville: H. B. Laney, general overseer, day and night; R. V. Fitch, overseer weaving, day; W. R. Russell, second hand of warping and winding, day; O. T. Whisenant, overseer weaving at night.

At Berryville, Va.: J. H. Proctor, general overseer; O. A. Mentin, night overseer. Not any second hands at Berryville, Va.)

Aunt Becky, we never had a write-up in the Textile Bulletin until this week, and it sure did look good to all of us. We think you deserve a dress from Hillcrest, so let us know the color you prefer. It won't take much, for you are about the size of a bar of soap, after a week's washing.

We want you to visit us again, and we want more of your good stories, like you had in Home Section. They were the best I've ever read.

Oh, I like to have forgotten—we are starting a fine baseball team this year.

HILLCREST BOOSTER.

(We are delighted to have this added information from Hillcrest Silk Mills—and the thought of having a dress from there tickles us to the end of our toes. Any color will be welcome, but a dark blue background, or plain dark blue preferred. Thank you!—Aunt Becky.)

CLASSIFIED ADS.

Wanted: Greasy and soiled rags, also clean rags from 12" and up. Jass Mfg. Co., 310 N. Church St., Charlotte, N. C.

Wanted

Foreman for Beaming Room located in South Carolina using long and short chain beaming on plain work and plant warping up to twelve colors. Good opening for right man. In reply give all particulars, stating experience, availability, et cetera. Address Beaming, care this paper.

Salesman

Seventeen years mill experience. Now calling upon the textile mills in the Carolinas. Seeks a desirable connection. Has a wide and favorable acquaintance with superintendents, treasurers and overseers. Highest references as to character and ability. Address T. K. S., care Southern Textile Bulletin.

Position Wanted—As overseer of spinning. Long experience and can furnish very best references. Address A. D. G., care Southern Textile Bulletin.

THE RIGHT WAY TO TRAVEL is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.
SOUTHERN RAILWAY SYSTEM

Want Position

As superintendent of mill that needs to be built up to the efficiency it should have. Don't care how hard the job. Sixteen years experience as superintendent. Good record and best of references. G. W., care Southern Textile Bulletin.

Becky Ann's Books

Interesting Stories of
Cotton Mill Life

"A Man Without a
Friend"

"Only a Factory Boy"

"Hearts of Gold"

"The Better Way"

"Will Allen—Sinner"

Price \$1.00 Each

Order from
CLARK PUBLISHING CO.
Charlotte, N. C.

Viscose Revokes Contracts For Lowering Standards

Half a dozen manufacturers, licensed under The Viscose Company's Quality Control Plan recently attempted production of merchandise not up to the high standard required and failed to "get away with it."

Through the extensive check-up system worked out by the Better Fabrics Testing Bureau, careful supervision of all rayon merchandise is constantly maintained. And, since every label bears the manufacturers' code mark, it was a simple matter to trace the inferior garments to their source and deal directly with the offenders.

Skimping sizes was the charge brought against all six manufacturers who abused their privileges by not adhering to the regulations set forth in the official booklet entitled "Standard Specifications for Rayon Knit Under-garments" as determined by the Better Fabrics Testing Bureau and the research laboratories of the NRDGA in conjunction with the Quality Control Plan of The Viscose Company.

"We intend to maintain at all costs the high standard we have adopted for the development of quality rayon within the industry," said John A. Spooner, merchandising director of The Viscose Company. "And we are happy to see that the department stores are co-operating in the enforcement of this plan. Naturally, the department stores want to get what they pay for when they buy Crown brand merchandise and they are out to help us punish offenders."

"So for the good of the industry we are adopting stern and lawful measures with those few licensees who have not kept up to standard under the terms of the Quality Control Plan. Their contracts are immediately revoked, and prosecution carried to court when deemed necessary."

"We feel that the whole plan is more important than any one manufacturer and that such a step protects the great majority of manufacturers who are genuinely interested in raising and maintaining a high standard of rayon production."

BULLETIN CLASSIFIED ADS

are read in practically every textile mill in the Southern States. Make your wants and offerings known through this medium. \$3.00 per inch for each insertion.

Set this style type, figure about 40 words to the inch.

Set this style, about 30 words to inch.

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Padlocked Minds

have no use for a Business Paper . . .

IT'S not so much WHAT you read that counts, as what you read it FOR.

Reading to pass the time away is ONE thing—reading to get IDEAS for improving your business is another.

Men completely satisfied with what they have—insensible to progress—oblivious to change—these read (WHEN they read) for entertainment only.

But men whose minds are open to better methods, men whose minds are eager for news of new plans and new practices—these are the men who read the pages of their business papers.

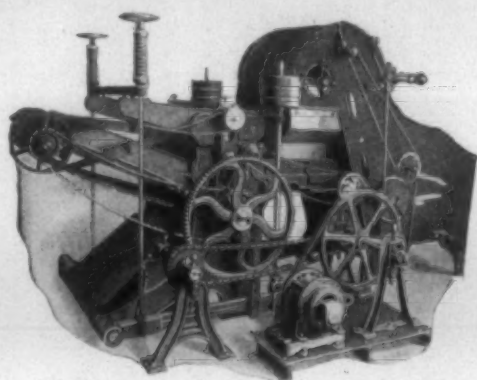
In any industry . . . trade . . . profession, these are the men who count. And just as they are attracted to a publication by the practical, helpful character of its editorial content, so, in the same open-minded mood, they read its advertising pages.



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No product offered the textile industry undergoes any closer inspection than Wyandotte Textile Alkalies. Accurate tests are made to assure the uniformity of Wyandotte.

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We manufacture roving spindles,
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